

Lesson Exemplar in Tech Pro FCS- Events Management Services

Quarter 1

Lesson
2

Lesson Exemplar for Family Consumer Services-Events Management Services
Quarter 1: Lesson 2 (Week 2)

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Republic of the Philippines
Department of Education
 BUREAU OF LEARNING DELIVERY

LESSON EXEMPLAR

Learning Area	FCS-Events Management	Grade Level	11/12
Semester	First	Quarter	First

I. OBJECTIVES *(Identifying the Goals)*

Content Standard	The learners demonstrate an understanding of the fundamental concepts, processes, and roles within the event management industry.
Performance Standard	The learners conceptualize event plans by preparing proposals and budgets.
Learning Competencies	Identify career opportunities in events management.

II. REFERENCES and MATERIALS

(Selecting Resources and Material)

Department of Education. (2020). Guidelines on the implementation of the Senior High School Technical-Vocational-Livelihood (TVL) track. DepEd.

Department of Education. (2023). The MATATAG curriculum: Strengthening the K to 12 curriculum for lifelong learning and global competitiveness. DepEd. <https://lrmds.deped.gov.ph/>

Event Management Association of the Philippines. (2022). Best practices in event management: Industry standards and protocols. EMAP.

	International Event Management Standards Organization. (2021). Event management guidelines for best practices. IEMSO.	
	Republic of the Philippines. (1994). TESDA Act of 1994. Philippine Congress.	
	Technical Education and Skills Development Authority. (2018). Training regulations for events management services NC III. TESDA.	
III. CONTENT <i>(Sequencing Content)</i>	Lesson 2: Identifying Career Opportunities in Events Management <ul style="list-style-type: none">Core Event Management Roles	
IV. OBJECTIVE S <i>(Setting Clear Objectives and Analyzing the Tasks)</i>	<i>At the end of the lesson, the learners should be able to:</i> 1. Discuss the main duties and responsibilities of each core role in organizing an event. 2. Differentiate each role based on its function and contribution to the success of an event. 3. Value the importance of collaboration of event management by recognizing the contribution of each core role to the overall event.	
V. PROCEDURES		
ACTIVITIES		ANNOTATION
A. Activating Prior Knowledge	Day 1: A1. Activating Prior Knowledge Option A: What’s My Role? Instructions to learners: 1. Listen to a short-real life scenario. 2. Raise the labeled card that matches the description of the real-life scenario. 3. The quickest group will be rewarded with extra points. Example of a scenario: This professional creates the visual style of a wedding, choosing color palettes, furniture layout, and floral designs.	General instruction: Choose one activity from the two options provided. Option A: Role Identification Challenge Instructions to teachers: 1) Prepare labeled card. 2) Group the class into 5 groups. 3) Read out a short real-life event planning scenarios.

	<p>Answer: Event Designer</p> <p>Option B: Career Behind the Scenes</p> <p>Learner's Instructions:</p> <p>Think about a social gathering or event that you have attended like wedding, christening, or party.</p> <ol style="list-style-type: none"> 1. What kind of people do you think worked behind the scene that made the event successful? 2. What roles and skills are needed in their job? 3. Would you be interested in doing that kind of job? Why or why not?" <p>A.2. Establishing the Purpose of the Lesson</p> <p>Option A: Skill Self-Check Survey</p> <p>Instructions to learners:</p> <ol style="list-style-type: none"> 1. Give students a checklist of skills (e.g., creativity, budgeting, leadership, multitasking). 2. Students tick the skills they have or want to develop. 3. Then, match their skills to a suitable event role based on the profile descriptions. 	<ol style="list-style-type: none"> 4) Students guess which role is being described by raising labeled cards. 5) Supervise the activity. 6) Process the activity if it is necessary. <p>Option B: Career Behind the Scenes</p> <p>Instructions to teachers:</p> <ol style="list-style-type: none"> 1. Group the class into five. 2. Teacher will instruct the student to bring out a paper and a ballpen. 3. The scenario and questions will be flashed on screen. 4. The students will be asked to discuss and quickly tell their answers. 5. The first group to share correct answers will be first group to give the correct answer will be exempted from answering the next question and will instead read the next question aloud. <p>General instruction: Choose one activity from the two options provided.</p> <p>Option A: Skill Self-Check Survey</p> <p><i>Pedagogy: Reflective learning</i> <i>Strategy: Self-Assessment. Meta cognitive</i></p>
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	<p>4. After accomplishing the survey skills, they can share their findings to the class on what event management role best fits their skill and interests and why?</p> <p>Option 2: Dream Event Job Vision Board</p> <p>Instruction to learners:</p> <p>Learners create a vision board (physical or digital) that represents their ideal career in the event industry. It should include:</p> <ul style="list-style-type: none"> ○ Job title ○ Working environment ○ Required skills ○ Personal qualities ○ Tools/equipment used <p>Students present their boards and explain their career choice.</p>	<p>Instruction to teachers:</p> <ol style="list-style-type: none"> 1. Prepare a checklist of skills and flash it on the board. 2. Students will prepare their checklist by copying it on the board 3. Go around and assist the students while accomplishing their checklist 4. Encourage them to share their findings to the class. <p>Option 2: Dream Event Job Vision Board</p> <p><i>Pedagogy: Learner-Centered, Constructivist</i> <i>Strategy: Visual Learning, reflective</i></p> <p>Instruction to teachers:</p> <p>In order to establish the purpose of the lesson, this activity aims to help students reflect on their interests and align them with possible event careers.</p>
B. Instituting New Knowledge	<p>B.1. Presenting Examples</p> <p>Activity: Modified True or False</p> <p>Instructions to Learners:</p>	<p>Activity: Modified true or False</p> <p><i>Pedagogy: Critical Thinking Approach</i> <i>Strategy: Modified True or False</i></p>

	<p>Read each statement carefully. Write TRUE if the statement is correct. If the statement is FALSE, change the underlined word or group of words to make the statement true.</p> <ol style="list-style-type: none"> 1) Event Designer is responsible for creating the visual and aesthetic experience of an event, from initial conceptualization to on-site execution. They <u>collaborate with all the designers and clients</u> to translate event themes and visions into tangible designs, focusing on decor, lighting, and overall ambiance. 2) Event Marketing focuses on <u>event promotions and branding</u> through social media, PR, and experiential strategies. 3) An event planner is a professional <u>responsible for organizing and coordinating</u> all aspects of an event, from small gatherings to large-scale conferences. 4) An <u>event manager</u> involves hiring, designing and marketing all the different components of the event as well as the teams of people responsible of each aspect. 5) <u>Corporate event manager</u> specializes in planning and coordinating weddings, often focusing on creative details and ensuring a flawless experience for the couple. <p>B.2. Discussing New Concept</p> <p>Core roles in event management services include planning and conceptualizing, venue selection, vendor management, marketing and promotion, event execution, and feedback and analysis. These roles ensure a smooth and successful event from start.</p> <p style="text-align: center;">Roles of Core Events Management</p> <p>Event Planner</p> <p>Event Planning involves working closely with the client to design an event that reflects the client's vision of the gathering and meets the event's objective. An</p>	<p>This activity will help the learners improve their critical thinking skills. This will also serve as a pre-test to check their prior knowledge on Core event Management Roles.</p> <p>Instructions to teachers:</p> <ol style="list-style-type: none"> 1. You may use the premade questions or you can change it. 2. Print it on the paper and distribute it to learners or make a slide in the PowerPoint and have them answer on their notebook. 3. Call for volunteer to answer questions. 4. Ask follow up questions like: "Why do you think that word makes it wrong?" 5. Check their answers as a class. <p>Discussing New Concept</p> <p><i>Pedagogy: Direct Instruction</i> <i>Strategy: Interactive</i> <i>Instruction for Teachers:</i></p> <p>Note: Using the same Card that was used in the activation of prior knowledge with the roles written on it. Perform the peer interview.</p>
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	<p>event planner plans all aspects of the event, including the related details and action items, and to see that event through until its completion.</p> <p>Event planning responsibilities include the following but are not limited to:</p> <ul style="list-style-type: none"> ✓ Selecting an overall theme for the event ✓ developing a budget ✓ selection of venue ✓ negotiation of hotel contracts ✓ planning menu ✓ hiring of caterer ✓ arranging for guest speakers or entertainment ✓ coordinating transportation ✓ choosing the color scheme ✓ developing invitation <p>Event Planner Skills:</p> <p>Hard Skills</p> <ul style="list-style-type: none"> ✓ Budgeting skills ✓ Time management ✓ Organizational skills <p>Soft skills</p> <ul style="list-style-type: none"> ✓ Communication skills ✓ Problem solving skills ✓ Creativity skills ✓ Critical Thinking skills ✓ Multitasking skills <p>Event Management</p> <p>Involves creating, coordinating and managing all the different components of the event as well as the teams of people responsible of each aspect. reserving location for an event.</p> <p>Responsibilities</p> <ul style="list-style-type: none"> ✓ planning and organizing events ✓ budgeting and financial management ✓ coordinating with vendors and suppliers 	<p>Peer Interview</p> <p>In pairs, students pretend to be a professional (e.g., Event Coordinator).</p> <p>The other student asks questions like:</p> <p>“What do you do as an event coordinator?”</p> <p>“What’s the best part of your job?”</p> <p>“What skills do you need?”</p> <p>“How important is your role as an event coordinator?”</p> <p>Note: If the student cannot answer then he/she can call a friend for help.</p> <p>Instruction to teachers.</p> <p>While the students are having their activity, the teacher can go around to assist.</p> <p>The teacher can set 10 minutes time limit</p>
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- ✓ ensuring adherence to timeliness
- ✓ managing on-site event execution
- ✓ post-event evaluation and reporting

Skills Needed in Event Management

- ✓ Organizational skills
- ✓ Leadership skills
- ✓ Communication Skills
- ✓ Time management skills
- ✓ Problem-solving skills
- ✓ Empathy
- ✓ Patience

Event Coordinator

An Event Coordinator is a professional in the hospitality and event industry who plans and coordinates events. They select venues, adhere to the given budget, arrange onsite vendors and ensure client satisfaction for the scheduled event

Responsibilities:

- ✓ Conceptualization
- ✓ Venue Selection
- ✓ Budgeting
- ✓ Vendor Management
- ✓ Timelines and Schedules
- ✓ Logistics
- ✓ Invitations and Communication
- ✓ Corporate Event Manager

Skills Needed:

- ✓ Strong organizational skills
- ✓ Effective communication skills
- ✓ Problem-solving capabilities
- ✓ Multi-tasking skills

Event Designer

Event Designer is responsible for creating the visual and aesthetic experience of an event, from initial conceptualization to on-site execution. They collaborate with clients and event planners to translate event themes and visions into tangible designs, focusing on decor, lighting, and overall ambiance.

Responsibilities:

- ✓ develop design concepts
- ✓ manage vendors
- ✓ ensure the event's visual elements align with the client's vision and budget.

Skills Needed:

- ✓ Attention to detail
- ✓ Organizational skills
- ✓ Problem-solving skills
- ✓ Flexibility skills
- ✓ Leadership skill
- ✓ Flexibility skill

B.3. Developing Mastery

Activity: Plan the Perfect Event: Role-Based Simulation

Instructions to learners:

Step 1: Each group will act out their role throughout the task.

Step 2: Each group will work on a short event scenario assigned to them.

Step 3: The group will work on a specific task given to complete it.

Role	Task
Event Planner	Develop event theme, initial concept, and goal
Event Manager	Plan budget, oversee schedule and logistics
Event Coordinator	Finalize timeline, handle vendor/supplier coordination
Corporate Event Manager	Add branding elements, ensure event meets business goals

3. Activity: Plan the Perfect Event: Role-Based Simulation

In developing the mastery, this activity will find out if the learners can identify and explain the core roles in event management.

*Pedagogy: Constructivist,
Learner-centered
Strategy: Simulation,
collaborative*

Step 1: Group Role Assignment (10 minutes)

1. Group the learners into five.
2. Assign each group one of the core roles:
 - Event Planner
 - Event Manager
 - Event Coordinator

	Event Designer	Create a basic design layout (color scheme, décor, visuals)				<ul style="list-style-type: none">○ Corporate Event Manager○ Event Designer <p>3. Each group will act out their role throughout the task.</p>
	Step 4: Each group will create a simple event proposal and present it to the class.					Step 2: Event Briefing (10 mins)
						Give each group a short event scenario to work with.
						Examples:
						<ul style="list-style-type: none">○ A corporate product launch○ A garden wedding○ A school talent show○ A youth leadership summit○ A graduation ball○ Each group reads the brief and begins planning.
						Step 3: Role-Based Task (30 mins)
						Each group will complete their specific task based on their assigned role:
						They record their outputs on a shared planning sheet or PowerPoint.

Scoring Rubric					
Criteria	5 Points	4 Points	3 Points	2 Points	1 Point
Event Concept	Clear, well-developed and aligned with the event type and purpose	Clear and relevant; mostly appropriate	Concept needs more clarity or relevance	Lacks development	Unclear or off-topic; shows no alignment with event purpose
Role Responsibilities	Each team member clearly defines and explains their role and duties	Most roles are defined with some clarity	Some roles are vague or incomplete	Little understanding of roles shown	Roles are missing or completely misunderstood
Planning Details	Includes thoughtful details: budget, venue, schedule, logistics, etc.	Includes most key details; some minor gaps	Lacks a few key elements	Missing several important planning parts	Very few or no relevant planning details included
Presentation & Teamwork	Well-organized and all members participated	Mostly organized; most members participated	Organized delivery; some members are not participating.	Poorly organized and minimal teamwork shown	Poorly organized presentation and no teamwork evident
Creativity & Effort	Proposal shows originality, effort, and attention to detail	Good effort and some creative ideas	Average creativity or effort	Minimal creativity	No creativity shown; very little effort evident
Score Interpretation					
Total Score Range	Performance Level	Interpretation			
5 Points	Excellent	Meets all expectations.			
4 Points	Proficient	Generally solid with minor issues.			
3 Points	Basic	Acceptable but with noticeable areas for improvement.			
2 Points	Needs Improvement	Several problems or deficiencies.			

	<div> <div>1 Point</div> <div>Inadequate</div> <div>Completely unsatisfactory; major issues.</div> </div>	
	<div> <div>Total Score Range</div> <div>Performance Level</div> <div>Interpretation</div> </div>	
	<div> <div>5 Points</div> <div>Excellent</div> <div>Meets all expectations.</div> </div>	
	<div> <div>4 Points</div> <div>Proficient</div> <div>Generally solid with minor issues.</div> </div>	
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	<div> <div>2 Points</div> <div>Needs Improvement</div> <div>Several problems or deficiencies.</div> </div>	
C. Demonstrating Knowledge and Skills	1 Point	<div> <div>Inadequate</div> <div>Completely unsatisfactory; major issues.</div> </div>
	Day 2	1. Activity
	C.1. Finding Practical Application	Pedagogy: Constructivism
	Instructions to learners:	Strategy: Providing Key Takeaways
	After finishing the topic, you are expected to:	Instruction for Teachers:
	<div> <div>1) Provide at least 3 takeaways from the lesson.</div> <div>2) Write their answer on the notebook and have them signed by their parent or guardian.</div> </div>	<div> <div>1. After processing the activity, let the learners build the knowledge.</div> <div>2. Begin by saying: "I want you to provide 3 takeaways on the lesson we have discussed."</div> <div>3. For the parents or guardian to monitor the learning of their child or ward, let the learners</div> </div>

		write on the takeaways and have then signed by parent or guardian.
	<p>C.2. Making Generalization</p> <p>Activity: 1-1-1 Reflect Exit Card</p> <p>Instruction to learners:</p> <p>Complete the card by writing what is being asked.</p>	<p>Activity: 1-1-1 Reflect Exit Card</p> <p>This activity helps students summarize their learning, encourages reflection on the content and personal interest, and identifies areas that is needing clarification.</p> <p><i>Pedagogy: Reflective Learning</i> <i>Strategy: Formative Assessment</i> <i>Learner-centered-approach</i></p> <p>Instructions for Teachers:</p> <ol style="list-style-type: none"> 1. The teacher distributes the 1-1-1 Exit Card at the end of the lesson. 2. Students complete the card by writing the following: <ul style="list-style-type: none"> ✓ 1 thing they learned from the lesson ✓ 1 skill or term they found interesting or useful ✓ 1 question they still want to learn about the topic
	<p>C.3. Evaluating Learning</p> <p>Check-up Quiz</p> <p>Multiple Choice</p>	<p>C.3 Activity</p> <p>Strategy: Written Formative Assessment</p> <p>Instruction for Teachers:</p>

Instructions: Read and understand each question and choose the best answer from the given choices. Write the letter of your answer on your answer sheet.

1.	A client wants a unique and memorable event, but also needs someone to manage all logistics from start to finish. Which professional would best handle this entire process? A. Event Designer B. Event Planner C. Wedding Coordinator D. Catering Manager
2.	You are planning a Cotillion or Debut party and need someone to ensure the event flows smoothly on the big day, from the ceremony to the reception. Who should you rely on? A. Event Designer B. Event Planner C. Corporate Event Manager D. Wedding Coordinator
3.	A company is launching a new product and wants to build strong business relationships through the event. Which role is most appropriate to lead the planning? A. Event Designer B. Social Media Specialist C. Corporate Event Manager D. Wedding Coordinator
4.	A client is very concerned about how the event will look and feel. They want unique lighting, color schemes, and décor. Which role should take the lead in this situation? A. Event Planner B. Event Designer C. Corporate Event Manager D. Wedding Coordinator
5.	Your cousin asks you to help with organizing and coordinating their wedding day's timeline, including rehearsals, ceremonies, and seating arrangements. What role are you performing? A. Lighting Director B. Wedding Coordinator C. Event Designer D. Financial Planner

Conduct the checkup quiz via paper and pen.

Optional: you may use google forms or MS forms to easily check the scores and item analysis of the learners.

- 1) If pen and paper are used, provide time to check their papers as a class.

Key Answer:

1. B
2. D
3. C
4. B
5. B
6. B
7. C
8. C
9. A
10. B

	6.	Which of the following tasks best demonstrates the creative and aesthetic responsibilities of an Event Designer? A. Drafting contracts with suppliers B. Choosing table settings and floral décor C. Coordinating event security D. Sending out invitations
	7.	Imagine you are in charge of a product launch event. Your tasks include inviting media, arranging branding displays, and creating an agenda. Which role do you most likely have? A. Wedding Coordinator B. Event Designer C. Corporate Event Manager D. Event Host
	8.	During an event, several vendors arrive late, and the food delivery is delayed. Who would be expected to handle the situation effectively and realign the schedule? A. Event Host B. Corporate Manager C. Event Planner/Manager D. Venue Assistant
	9.	You are helping a close friend bring her event vision to life. She gave you a theme, and you will translate it into a visual experience including lighting, color schemes, and furniture layout. Which role are you performing? A. Event Designer B. Marketing Manager C. Catering Supervisor D. Event Coordinator
	10.	All professionals in event management need to balance multiple tasks, adapt to challenges, and ensure everything runs smoothly. Which core skill makes this possible? A. Graphic design B. Organization and coordination C. Singing and hosting D. Photography

C.4. Additional Activities

Create an Event Poster – Creative Presentation Task

Learners create a poster or infographic about a hypothetical event. The poster should include the following:

- Event title
- Purpose
- Target audience

- Roles and responsibilities of the team
- Key planning aspects (venue, design, budget, vendors, etc.)

Display posters in a gallery walk or present them in class.

Scoring Rubric					
Criteria	10 Points	9 Points	8 Points	7 Points	6 Points
Understanding of Role/Topic	Demonstrates a deep and accurate understanding of the event role or task	Shows clear understanding with minor gaps	Basic understanding; some key ideas missing	Limited or unclear understanding	Misunderstands the task or shows little to no comprehension
Creativity and Presentation	Highly creative and very well-designed	Some creative elements; neat and organized	Minimal creativity but understandable	Lacks effort in presentation or poorly structured	Disorganized, no creative effort, and difficult to interpret
Completion of Requirements	All required elements are complete and well-developed	Most elements are complete and clear	Some parts missing or underdeveloped	Several key parts are missing or poorly done	Most or all required parts are missing or incomplete
Score Interpretation:					
Total Score Range	Performance Level	Interpretation			
10 Points	Excellent	Exceptional work showing deep understanding, creativity, and full completion of all requirements.			
9 Points	Proficient	Strong work with clear understanding and presentation. Most requirements met with minor issues.			

	<table><tr><td>8 Points</td><td>Basic</td><td>Adequate performance. Shows general understanding but lacks depth, creativity, or completeness.</td><td></td></tr><tr><td>7 Points</td><td>Needs Improvement</td><td>Below expectations. Several components are weak, unclear, or incomplete.</td><td></td></tr><tr><td>6 Points</td><td>Inadequate</td><td>Significantly below expectations. Shows minimal effort or understanding. Major elements are missing.</td><td></td></tr></table>	8 Points	Basic	Adequate performance. Shows general understanding but lacks depth, creativity, or completeness.		7 Points	Needs Improvement	Below expectations. Several components are weak, unclear, or incomplete.		6 Points	Inadequate	Significantly below expectations. Shows minimal effort or understanding. Major elements are missing.											
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6 Points	Inadequate	Significantly below expectations. Shows minimal effort or understanding. Major elements are missing.																					
V1. Assessment	<p>Performance Task (10 points)</p> <p>Instructions:</p> <p>Read the scenario and complete the task.</p> <p>Scenario: You are assigned to organize a concert for a cause in school for a student needing help due to medical condition. As a member of the Events Management Team, identify which team member (Event Planner, Manager, Coordinator, or Designer) is most responsible for the following tasks. Choose your answer inside the box provided below.</p> <div><p>Application Task (10 points)</p><p>Instructions: Read the scenario and complete the task.</p><table><tr><td>Event Planner</td><td>Event Manager</td></tr><tr><td>Event Coordinator</td><td>Event Designer</td></tr></table></div> <p>Scenario: You are assigned to organize a school fundraising event. As a member of the Events Management Team, identify which team member is most responsible for the following tasks. Fill in the table correctly.</p> <table><tr><td></td><td>Task</td><td>Role Responsible</td></tr><tr><td>1.</td><td>Creating the visual and aesthetic experience of the event</td><td>_____</td></tr><tr><td>2.</td><td>Selecting overall theme for the event</td><td>_____</td></tr><tr><td>3.</td><td>Planning and organizing the event</td><td>_____</td></tr><tr><td>4.</td><td>Conceptualizing and selection of venue</td><td>_____</td></tr><tr><td>5.</td><td>Collaborating with clients and event planners</td><td>_____</td></tr></table> <p>Key Answers</p> <ol style="list-style-type: none">1. Event Designer2. Event Planner3. Event Manager	Event Planner	Event Manager	Event Coordinator	Event Designer		Task	Role Responsible	1.	Creating the visual and aesthetic experience of the event	_____	2.	Selecting overall theme for the event	_____	3.	Planning and organizing the event	_____	4.	Conceptualizing and selection of venue	_____	5.	Collaborating with clients and event planners	_____
Event Planner	Event Manager																						
Event Coordinator	Event Designer																						
	Task	Role Responsible																					
1.	Creating the visual and aesthetic experience of the event	_____																					
2.	Selecting overall theme for the event	_____																					
3.	Planning and organizing the event	_____																					
4.	Conceptualizing and selection of venue	_____																					
5.	Collaborating with clients and event planners	_____																					

	<p>4. Event Coordinator</p> <p>5. Event Designer</p>
V11. Reflection	<p>Learner Reflection</p> <p>After learning about the different roles in event management, which role do you think best fits your personality and strengths? Why do you think you would excel in that position?</p> <p>Teacher Reflection</p> <p>How can integrating real-world event management roles into classroom activities help students develop both hard and soft skills essential for 21st-century careers?</p>

Lesson Exemplar 2.2

LESSON EXEMPLAR			
Learning Area	FCS-Events Management	Grade Level	11/12
Semester	First	Quarter	First

I. OBJECTIVES <i>(Identifying the Goals)</i>	
Content Standard	<i>The learners demonstrate an understanding of the fundamental concepts, processes, and roles within the event management industry.</i>
Performance Standard	The learners conceptualize event plans by preparing proposals and budgets.
Learning Competencies	Identify career opportunities in events management.
II. REFERENCES	Department of Education. (2020). Guidelines on the implementation of the Senior High School Technical-Vocational-Livelihood (TVL) track. DepEd.

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III. CONTENT	Lesson 2: Identifying Career Opportunities in Events Management <ul style="list-style-type: none">Specialized Event Management Roles	
IV. OBJECTIVE S (Setting Clear Objectives and Analyzing the Tasks)	At the end of the lesson, the learners should be able to: 1. Identify the various specialized roles in event management and their key responsibilities. 2. Differentiate between the roles based on the nature and type of events they manage. 3. Appreciate the importance of specialization in event management and how it contributes to successful event execution.	
V. PROCEDURES		
ACTIVITIES		ANNOTATION
A. Activating Prior Knowledge	A.1. Activating Prior Knowledge Activity 1: Role Identification Quiz Instructions: <ul style="list-style-type: none">Allow learners 10 minutes to answer.Review answers as a class.	These questions move beyond simple recall and require learners to apply, analyze, and evaluate information related to event management roles.

1. Imagine you are helping to plan a wedding. Which responsibilities would you expect a Wedding Coordinator to manage, and how would you prioritize them on the event day?
 - A. Budget planning and vendor payments
 - B. Lighting design and seating layout
 - C. Guest coordination and event flow
 - D. Audio-visual setup and sponsorships
2. Compare the tasks of a Corporate Event Planner and a Wedding Planner. How might their approaches to budgeting differ based on the type of event?
 - A. Corporate planners prioritize emotional impact; wedding planners focus on profit.
 - B. Wedding planners focus more on cost-saving, while corporate planners spend more on ambiance.
 - C. Corporate planners manage large-scale vendor contracts, while wedding planners budget for personal details.
 - D. Budgeting is the same for both roles
3. You are a new Event Manager tasked with presenting ideas to a client. What communication strategies would you use to ensure the meeting is productive and aligned with the client's expectations?
 - A. Avoid visuals to keep the focus on talking
 - B. Rely only on email follow-ups
 - C. Use visuals, ask guiding questions, and clarify the client's goals
 - D. Stick strictly to your own proposal
4. A company is hosting a three-day international conference. What key logistical challenges would a Conference Planner need to anticipate, and how might they address them?
 - A. Choosing floral arrangements
 - B. Managing invitations only
 - C. Transportation, speaker schedules, and venue access
 - D. Coordinating honeymoon package
5. List three logistical tasks that are crucial to any event. Why is it important for an event professional to anticipate problems in each of these areas?
 - A. Invitations, guest gifts, and flower selection

Pedagogy/Methodology:
Constructivism (Assessment of Prior Knowledge)

Strategy: Quiz (Formative Assessment)

Instructions for Teachers:

- Prepare the quiz sheets in advance.
- Monitor the time and ensure learners answer independently.
- Facilitate a quick review, encouraging learners to explain correct answers.

Key Answers

- | | |
|------|-------|
| 1. C | 6. C |
| 2. C | 7. B |
| 3. C | 8. C |
| 4. C | 9. B |
| 5. B | 10. B |

	<p>B. Seating arrangements, event timing, vendor coordination</p> <p>C. DJ setup, food tasting, and photography poses</p> <p>D. Budgeting, costume design, and live-streaming</p> <p>6. True or False: A Wedding Planner can effectively manage a corporate event. Defend your answer by identifying transferable and non-transferable skills.</p> <p>A. True – all events are planned the same way</p> <p>B. False – corporate events need only financial skills</p> <p>C. True – transferable skills like communication and organization apply, but some roles differ</p> <p>D. False – wedding planners cannot manage logistics</p> <p>7. If you were training to become a Wedding Planner, which two skills would you focus on developing first and why?</p> <p>A. Web design and color psychology</p> <p>B. Communication and multitasking – for handling clients and schedules</p> <p>C. Financial investing and public speaking</p> <p>D. Software coding and contract law</p> <p>8. You are organizing a major conference. How would you ensure that all guests' accommodation preferences are met, even with last-minute changes?</p> <p>A. Book one hotel for everyone without asking</p> <p>B. Create a shared spreadsheet and assign guests randomly</p> <p>C. Use a flexible vendor, confirm reservations early, and stay in touch with attendees</p> <p>D. Ask attendees to book their own rooms</p> <p>9. True or False: Conference Planners manage wedding ceremonies. Explain your answer.</p> <p>A. True – they manage all types of events</p> <p>B. False – conference planners are trained for formal corporate logistics, not wedding rituals</p> <p>C. True – both need food and decoration</p> <p>D. False – planners only manage hotel bookings</p> <p>10. In fast-paced corporate events, what skill should a planner prioritize: adaptability or time management? Justify your answer.</p> <p>A. Time management – because everything is always on time</p> <p>B. Adaptability – to respond quickly to unexpected changes</p>	
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- C. Networking – to impress guests
- D. Creativity – to decorate better

Activity 2: Role Sorting Activity

Instructions for Learners:

1. Distribute cards with tasks and job titles
 - Wedding Planner
 - Corporate Event Planner
 - Conference Planner
 - Festival and Event Producer
 - Trade Show Manager
 - Meeting Planner
2. Learners work in pairs to match each task with the correct role.
3. After 5 minutes, ask each pair to present their answers.
4. Facilitate a short discussion, asking learners why they matched each task with the role.

A.2. Establishing the Purpose of the lesson

Activity 1: Teacher's Purpose Statement

This activity is important because it encourages learner's engagement, critical thinking, and personal connection to the topic.

Instructions for learners:

1. Students listen and try to ponder on how essential are the roles of specialized event management.
2. Create a mind map or infographic showing the different roles in event management and how they connect.

They can include:

- Responsibilities
- Skills required
- How each role depends on or supports others

Activity 2: Matching Game

Pedagogy/Methodology: Active Learning (Hands-on, Collaborative)

Strategy: Collaborative

Instructions for Teachers:

- Prepare task and role card
- Guide learners to ensure correct matches.
- Use this activity to clarify misconceptions.

2. Establishing the Purpose of the Lesson Activity

Pedagogy/Strategy: Direct instruction;

Instructions for Teachers:

The teacher will state the purpose of the lesson and reiterate to students why the roles and importance of specialized events management are vital for the success of managing events.

Activity 2: Event Goal Wall

This help students reflect on their personal learning goals in event planning while fostering a sense of class collaboration and motivation.

Instructions for Learners:

1. Prompt the students:
Ask them to complete the sentence:
"I want to learn how to _____ in event planning."

(Example answers: "organize a successful school concert," "manage a budget," "lead a team," "plan an unforgettable birthday party," etc.)
2. Distribute colorful sticky notes (or paper strips) to each student.
3. Students write their sentence clearly on the sticky note.
4. Have students stand up one by one, read their sentence aloud, and place it on the "Event Goal Wall" (a poster, whiteboard, or bulletin board in the classroom).

Optional Twist: "Goal Match" Game

- After everyone posts their goals, let students **walk around and read** each other's sticky notes.
- Ask:
 - "Find one goal that's similar to yours."
 - "Find one goal that's totally different but interesting."
 - Share with a partner.

Activity 2: Event Goal wall

Pedagogy/ Methodology:

Constructivist

Strategy: Reflective, Interactive, Collaborative

Materials Needed:

- Sticky notes or colorful paper strips
- Pens or markers
- Space on the wall, whiteboard, or poster for the "Event Goal Wall"
- (Optional) Background music to set a creative mood

Steps:

1. **Introduce the Activity:**
Explain that students will think about what they personally want to learn or improve in relation to event planning.
2. **Prompt the Learners:**
Ask students to complete this sentence:
"I want to learn how to _____ in event planning."
(Example: "I want to learn how to organize a fundraising event.")
3. **Distribute Materials:**
Hand out sticky notes or strips of paper and markers.

		<p>4. Student Sharing: Invite students, one by one, to:</p> <ul style="list-style-type: none"> ○ Read their sentence aloud ○ Place their sticky note on the designated “Event Goal Wall” <p>5. (Optional) Goal Match Game:</p> <ul style="list-style-type: none"> ○ Let students walk around and read each other’s notes. ○ Ask them to: <ul style="list-style-type: none"> ▪ Find one goal that is similar to theirs. ▪ Find one goal that is very different but interesting. ▪ Share what they found with a partner. <p>6. Wrap-Up Discussion (Optional):</p> <ul style="list-style-type: none"> ○ Ask students: “What patterns did you notice?” ○ “Did you get inspired by someone else’s goal?” ○ “What goal are you most excited about achieving?”
B. Instituting New Knowledge	<p>B.1. Presenting Examples</p> <p>Option 1: Visual Presentation/Discussion</p> <p>Instructions for Learners:</p> <p>Listen carefully to the presentation and take down keywords.</p>	<p>Option 1: Visual presentation/Discussion</p> <p><i>Pedagogy: Direct Instruction</i></p> <p><i>Strategy: Visual presentation with guided instruction</i></p> <p>Instructions for Teachers:</p> <ol style="list-style-type: none"> 1. Use a PowerPoint presentation to introduce the three roles: Festival and Event Producer, Trade Show

	<p>Option 2: Video Presentation with Discussion</p>	<p>Manager, and Meeting Planner.</p> <ol style="list-style-type: none">Each slide should include: • Role Name • Key Responsibilities • Essential Skills • Real-Life Example ScenariosAllow learners to take notes and ask questions after each role is presented.Emphasize the differences in responsibilities and focus of each role. <p>Option 2: Video Presentation with Discussion</p> <p>Pedagogy/Methodology: Multimedia Learning (Visual and Auditory)</p> <p>Strategy: Video Presentation with Guided Discussion</p> <p>Instructions for Teachers:</p> <ol style="list-style-type: none">Show a short educational video (5-7 minutes) that demonstrates the tasks of each role (Festival and Event Producer, Trade Show Manager, Meeting Planner).Pause the video at key points to highlight important skills and responsibilities.After the video, lead a discussion using the following guide questions: • What tasks did each role
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B.2. Discussing New Concept

Specialized Events Management Roles, Responsibilities and Key Skills

Specialized Event Management Roles			
Job Description	Roles	Key Responsibilities	Essential Skills
Wedding Planner	Help couples turn their dream wedding into a reality	Take care of every detail, from the big decisions like helping to find a venue and catering, to the smallest touches like table settings and details	Creativity Good organizational skills
Corporate Event Planner	Plan, coordinate, and execute events to meet clients' business needs, from initial consultations to post-event evaluation.	Budgeting, management, vendor coordination, and on-site event management, ensuring every detail is meticulously planned and executed	Essential skills include strong communication, organizational abilities, problem-solving, and the ability to manage budgets and timelines effectively.

perform? • What skills were demonstrated? • How do these roles differ from each other?

4. Allow learners to take notes and share their insights.

2. Discussing New Concept Activity

Pedagogy/Methodology:
Constructivism (Learner-Centered)

Strategy: Vocabulary Discussion and Graphic Organize

Instructions for Teachers:

1. Write the key terms on the board (Festival Producer, Trade Show Manager, Meeting Planner, Logistics, Venue Management, Coordination).
2. Ask learners to define each term based on what they have learned so far.
3. Provide correct definitions and explain how each term relates to the three roles.
4. Use a graphic organizer to show how the terms are connected.
5. Prepare the graphic organizer in advance.
6. Allow learners to share their definitions before providing the correct ones.

	Conference Planner	<p>Event Conceptualization and Planning</p> <p>Venue Selection and Booking</p> <p>Budgeting</p> <p>Vendor Coordination Oversee all vendor contracts.</p> <p>Marketing and Promotion</p> <p>Event Management</p> <p>Post-Event Evaluation</p>	<p>Client Communication</p> <p>Team Management</p> <p>Logistics Coordination</p> <p>Problem-Solving</p> <p>Documentation and Reporting</p> <p>Skills of a Conference Planner</p>	<p>Organizational Skills</p> <p>Communication Skills</p> <p>Budgeting and Financial Management</p> <p>Skills</p> <p>Negotiation Skills</p> <p>Problem-Solving Skills</p> <p>Interpersonal Skills</p> <p>Leadership Skills</p> <p>Tie Management Skills</p> <p>Event Management Skills</p>	<p>7. Use examples to clarify complex terms.</p> <p>Optional Add-On:</p> <p>To make this more interactive for learners, you can:</p> <ul style="list-style-type: none"> • Use icons or images to represent each planner type. • Allow students to fill in the responsibilities or skills in a blank version. • Turn it into a matching activity (match role to description or skills)
	Festival and Event Planner	<p>Planner's main roles involve conceptualizing, organizing, and executing festivals and events, encompassing everything from venue selection to logistics and</p>	<p>Responsibilities include budget management, vendor coordination, marketing, and post-event evaluation.</p>	<p>Key skills include strong organizational abilities, communication, problem-solving, and interpersonal skills.</p>	

		on-site management.				
	Trade Show Manager	A Trade Show Manager's primary roles and responsibilities revolve around planning, organizing, and executing trade shows. They handle all aspects, from initial planning to post-event analysis, ensuring the event's success and aligning it with organizational goals.	Strong organizational, communication, and leadership abilities, along with project management and problem-solving skills.	Organizational, communication, and leadership abilities, along with project management and problem-solving skills.		
	Meeting Planner	A Meeting Planner's primary role is to organize and coordinate all aspects of meetings, events, and conferences.	A Meeting Planner is responsible for organizing and coordinating all aspects of professional meetings, events, and conferences.	strong organizational skills, attention to detail, and the ability to multitask and work well under pressure.		

			This includes managing logistics, budgets, and vendors, as well as ensuring a positive attendee experience.		
	<p>B.3 Developing Mastery</p> <p>Activity: Concept Clarification with Examples</p> <p>Instructions for Learners:</p> <ol style="list-style-type: none"> 1. The group must read the case study, identify the tasks of their role, and explain them to the class. 2. After the discussion, the learners will prepare Reflection Journal or Response 3. Individual reflection answering questions like: <ol style="list-style-type: none"> a. What did I learn from our role? b. How did our tasks impact the case study's outcome? c. What real-life applications can I connect to these roles? 				<p>B.3 Activity</p> <p><i>Pedagogy: Case study method</i></p> <p><i>Strategy: Collaborative</i></p> <p>Instructions for teachers:</p> <p>Divide the class into three groups, each assigned one role (Wedding Planner, Corporate Event Planner, Conference Planner).</p> <p>Provide each group with a case study related to their role.</p> <p>Facilitate a discussion after each group presents, highlighting the unique aspects of each role.</p>
C. Demonstrating Knowledge and Skills	<p>C.1 Find Practical Application</p> <p>Activity: Pick and Plan</p> <p>Instructions for Learners:</p> <p>Individually or in pairs, students choose one specialized role from the list below:</p>				<p>C.1 Pick and Plan Activity</p> <p>Pedagogy: Constructivist, experiential</p> <p>Strategy: Think-Pair-Share, reflective</p>

	<ul style="list-style-type: none"> ○ Wedding Planner ○ Corporate Event Planner ○ Conference Planner ○ Festival/Event Producer ○ Trade Show Manager ○ Meeting Planner <p>On a sheet of paper, answer the following prompts:</p> <ol style="list-style-type: none"> 1. What is the name of your event? 2. What is the purpose of the event? 3. What are 3 main tasks you would do in this role? 4. What location would you choose for your event? 5. What is one challenge you might face in this role? <p>After 10–15 minutes, a few volunteers can share their ideas with the class.</p> <p>C.2 Generalization</p> <p>Reflect & Generalize (10 mins):</p> <p>Students answer the following reflection prompts on the same worksheet:</p> <ol style="list-style-type: none"> 1. What do all of these roles have in common? 2. (Prompt them to think about shared skills, responsibilities, or processes.) 3. What makes each role unique or specialized? 4. In your opinion, which role seems most interesting to you, and why? <p>Expected Generalization:</p> <p>“All specialized event planners share common skills such as organization, communication, budgeting, and vendor coordination. However, each role focuses on a specific type of event, requiring unique knowledge and approaches—for example, weddings require personal touches and emotional coordination, while trade shows demand logistical precision and industry networking.”</p>	<p>Instructions for teachers:</p> <p>This activity help students apply their understanding of different specialized roles in event planning by designing their own event concept and reflecting on the responsibilities of that role.</p> <p>Preparation:</p> <ul style="list-style-type: none"> ● Prepare blank sheets of paper or printed worksheets with the five prompts. ● Have pens or pencils available. ● Optional: Prepare example answers or a sample role to model. <p>Procedure:</p> <ol style="list-style-type: none"> 1. Introduce the Activity: <ul style="list-style-type: none"> ○ Tell students they will step into the shoes of a real event planning professional. ○ They’ll choose a specialized event role and imagine planning an event from that perspective. 2. Read the List of Roles Aloud: <p>Ask students to choose one role from the following:</p> <ul style="list-style-type: none"> ○ Wedding Planner
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	<p>C.3 Evaluating Learning</p> <p>Option 2: Create an Event Plan (Group Activity)</p> <p>Instructions for Learners:</p> <ol style="list-style-type: none"> 1. Divide the class into groups of four. 2. Each group chooses an event type (wedding, corporate event, conference). 3. Groups must list the key tasks for their event, assign roles, and present their event plan to the class. <p>C.4 Additional Activity</p> <p>Create an Output</p> <p>Learners Instructions: Choose any of the following:</p> <ul style="list-style-type: none"> • Role-Play Presentation: A short skit or dramatization. • Decision Log: A document or chart showing your group's choices and reasoning. • Flowchart or Infographic: Showing how your role handled the new situation using the clarified concept. 	<ul style="list-style-type: none"> ○ Corporate Event Planner ○ Conference Planner ○ Festival/Event Producer ○ Trade Show Manager ○ Meeting Planner <p>3. Distribute Materials:</p> <ul style="list-style-type: none"> ○ Give each student or pair a sheet of paper (or a prepared worksheet with the prompts below). <p>4. Prompt Students to Answer These Questions:</p> <ol style="list-style-type: none"> 1. What is the name of your event? 2. What is the purpose of the event? 3. What are 3 main tasks you would do in this role? 4. What location would you choose for your event? 5. What is one challenge you might face in this role? <p>1. Set the Time Limit: Give students 10–15 minutes to discuss (in pairs) or work individually to complete the task.</p> <p>2. Facilitate Sharing:</p>
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		<ul style="list-style-type: none">○ Invite 3–5 volunteers to present their event and answers.○ Use follow-up questions to encourage deeper thinking (e.g., “Why did you choose that challenge?” or “How would you solve it?”). <p>C.3 Evaluating Learning Activity</p> <p>Instructions for Teachers:</p> <ol style="list-style-type: none">1. Provide clear instructions and a template for the event plan.2. Guide groups as they work.3. Encourage them to be creative in their presentations. <p>C.4 Additional Activity</p> <p><i>Pedagogy: Constructivist</i></p> <p><i>Strategy: Experiential Learning</i></p> <p>Teachers Instructions:</p> <p>During the Activity: Implementation</p> <ol style="list-style-type: none">1. Introduce the Task Tell the class which role and concept each group chose to demonstrate.2. Explain Output Options Write or display the following on the board:
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		<ul style="list-style-type: none"> ○ Role-Play Presentation: Act out how your role responds to a follow-up scenario. ○ Decision Log: Document group decisions and explain how they relate to the concept. ○ Flowchart/Infographic: Visually show how your role would solve a problem using the concept. <p>3. Give the Scenario</p> <ul style="list-style-type: none"> ○ Provide each group with a follow-up scenario related to their role and concept. ○ Encourage them to stay true to their role while responding. <p>4. Guide & Monitor</p> <ul style="list-style-type: none"> ○ Circulate and assist groups. ○ Ask probing questions like: <ul style="list-style-type: none"> ▪ “How does this action reflect your concept?” ▪ “What would be the consequence of this decision?” <p>After the Activity: Sharing & Reflection</p> <p>1. Group Presentations</p> <ul style="list-style-type: none"> ○ Let each group present their output to the class (5–7 minutes each). ○ Encourage active listening and respectful feedback. <p>2. Class Discussion</p> <ul style="list-style-type: none"> ○ Ask follow-up questions to prompt reflection:
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		<ul style="list-style-type: none">▪ “Which approach was most effective?”▪ “What challenges did you encounter?” <p>3. Wrap-Up</p> <ul style="list-style-type: none">○ Summarize the key takeaways from each group.○ Reinforce how the concepts were applied differently depending on context and role.																					
V1. Assessment	<p>Question:</p> <p>Imagine you are leading a team of event professionals to plan a large, three-day international conference with a closing gala. Choose three specialized event management roles that have discussed and explain:</p> <ul style="list-style-type: none">• What each role will contribute to the success of the event.• Why their essential skills are important in the context of your event. <p>In your answer, provide specific tasks or scenarios where these roles would be crucial</p> <p style="text-align: center;">Scoring Rubric</p> <table><tr><th>Criteria</th><th>5 Points</th><th>4 Points</th><th>3 Points</th><th>2 Points</th><th>1 Point</th></tr><tr><td>Role Identification</td><td>Clearly identifies 3 accurate and appropriate roles relevant to the scenario</td><td>Identifies 3 roles with 1 minor inaccuracy</td><td>Identifies 2 accurate roles</td><td>Identifies only 1 correct role</td><td>Roles are missing or incorrect</td></tr><tr><td>Role Contribution</td><td>Insightfully explains how each role contributes; includes specific and relevant tasks</td><td>Explains role contributions with mostly clear examples</td><td>Gives general responsibilities; lacks detail</td><td>Mentions vague tasks; lacks clarity</td><td>Lacks clarity or missing explanation</td></tr></table>					Criteria	5 Points	4 Points	3 Points	2 Points	1 Point	Role Identification	Clearly identifies 3 accurate and appropriate roles relevant to the scenario	Identifies 3 roles with 1 minor inaccuracy	Identifies 2 accurate roles	Identifies only 1 correct role	Roles are missing or incorrect	Role Contribution	Insightfully explains how each role contributes; includes specific and relevant tasks	Explains role contributions with mostly clear examples	Gives general responsibilities; lacks detail	Mentions vague tasks; lacks clarity	Lacks clarity or missing explanation
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	Role Identification	Clearly identifies 3 accurate and appropriate roles relevant to the scenario	Identifies 3 roles with 1 minor inaccuracy	Identifies 2 accurate roles	Identifies only 1 correct role	Roles are missing or incorrect																	
	Role Contribution	Insightfully explains how each role contributes; includes specific and relevant tasks	Explains role contributions with mostly clear examples	Gives general responsibilities; lacks detail	Mentions vague tasks; lacks clarity	Lacks clarity or missing explanation																	

	Essential Skills	Skill-to-task connection is thorough and clearly justified	Provides mostly realistic and logical examples	Some connections are made, but weak or unclear	Skills mentioned but poorly linked to tasks	Skills are mentioned but not connected
	Organization & Clarity	Answer is well-structured, cohesive, and easy to follow	Organization & Clarity	Understandabl e but lacks flow or structure	Some disorganization or hard to follow	Little to no application or depth of thought
	Score Interpretation:					
	Score Range	Description				Interpretation
	5	Demonstrates a deep and comprehensive understanding of the roles, tasks, and skills in event planning. Explanations are insightful, well-structured, and clearly connected to the scenario. Work shows strong effort and clarity				Excellent
	4	Good understanding of roles and their contributions. Most skills and tasks are logically linked. Minor details may be underdeveloped, but the overall response is clear and organized.				Proficient
	3	Shows an acceptable level of understanding. Some roles or skill-task connections may lack depth or clarity. Response may be somewhat vague or loosely organized.				Basic
	2	Limited understanding of roles and responsibilities. Lacks detail, logical connection, or contains inaccuracies. May be difficult to follow or incomplete.				Needs Improvement
	1	Little or no evidence of understanding. Missing, incorrect, or unrelated content with weak or no organization. Requires significant improvement.				Insufficient
V11. Reflection	Teachers Reflection					
	How well did my lesson on specialized event management roles help students understand the unique responsibilities and essential skills required for each role, and what strategies can I use to make these distinctions clearer and more relevant to their future career interests?					

Lesson Exemplar 2.3

LESSON EXEMPLAR			
Learning Area	FCS-Events Management	Grade Level	11/12
Semester	First	Quarter	First

I. OBJECTIVES <i>(Identifying the Goals)</i>	
Content Standard	<i>The learners demonstrate an understanding of the fundamental concepts, processes, and roles within the event management industry.</i>
Performance Standard	The learners conceptualize event plans by preparing proposals and budgets.
Learning Competencies	Identify career opportunities in events management.
II. REFERENCES and MATERIALS <i>(Selecting Resources and Material)</i>	<p>Department of Education. (2020). Guidelines on the implementation of the Senior High School Technical-Vocational-Livelihood (TVL) track. DepEd.</p> <p>Department of Education. (2023). The MATATAG curriculum: Strengthening the K to 12 curriculum for lifelong learning and global competitiveness. DepEd. https://lrmds.deped.gov.ph/</p> <p>Event Management Association of the Philippines. (2022). Best practices in event management: Industry standards and protocols. EMAP.</p> <p>International Event Management Standards Organization. (2021). Event management guidelines for best practices. IEMSO.</p> <p>Republic of the Philippines. (1994). TESDA Act of 1994. Philippine Congress.</p> <p>Technical Education and Skills Development Authority. (2018). Training regulations for events management services NC III. TESDA.</p>

III. CONTENT <i>(Sequencing Content)</i>		Lesson 2: Identifying Career Opportunities in Events Management <ul style="list-style-type: none">• Related Career Paths in Events Management
IV. OBJECTIVES <i>(Setting Clear Objectives and Analyzing the Tasks)</i>		At the end of the lesson, learners should be able to: <ul style="list-style-type: none">1. Identify the related career paths in events management.2. Describe the functions of each role in event management.3. Recognize the skills needed for each role.
IV. PROCEDURES		
	ACTIVITIES	ANNOTATION
A. Activating Prior Knowledge	A.1 Activating Prior Knowledge Option 1: Matching Game Instructions for Learners: <ul style="list-style-type: none">1. Provide cards labeled with role names and their tasks.<ul style="list-style-type: none">• public relations specialist• sales and sponsorship manager• venue manager• catering manager• multimedia artist2. Learners work in pairs to match each role with the correct tasks.3. After 5 minutes, review as a class, discussing why each task fits the role. Option 2: Quick Trivia Quiz (5 Items) Instructions for Learners: <ul style="list-style-type: none">1. Distribute a 5-item multiple-choice quiz.2. Allow learners 5 minutes to answer.	General instruction: Choose one activity from the two options provided. Option 1: Matching Game (Collaborative) Pedagogy/Methodology: Active Learning Instructions for Teachers: <ul style="list-style-type: none">• Prepare task and role cards in advance.• Monitor learners to ensure they match correctly.• Use this activity to clarify misconceptions. Option 2: Activity “Quick Trivia Quiz” Pedagogy/Methodology: Assessment for Prior Knowledge

	<p>3. Review answers as a class.</p> <p>Quiz Questions:</p> <ol style="list-style-type: none"> Who is in charge of finding sponsors and building partnerships for an event? A. Venue Manager B. Catering Manager C. Sales and Sponsorship Manager D. Multimedia Artist Which role is responsible for managing the event space and ensuring it is ready for use? A. Venue Manager B. Public Relations Specialist C. Multimedia Artist D. Sales and Sponsorship Manager Who plans and oversees food and beverage services during the event? A. Public Relations Specialist B. Catering Manager C. Multimedia Artist D. Venue Manager What is the main task of a Multimedia Artist in event management? A. Booking sponsors B. Creating digital content and visuals C. Coordinating catering staff D. Sending press releases Which team member writes press releases and promotes the event to the public? A. Venue Manager B. Multimedia Artist C. Public Relations Specialist D. Catering Manager 	<p>Strategy: Quiz (Formative Assessment)</p> <p>Instructions for Teachers:</p> <ol style="list-style-type: none"> Prepare the quiz sheets in advance. Ensure learners answer independently. Facilitate a quick review, asking learners to explain their answers. <p>Answer Key:</p> <ol style="list-style-type: none"> C. A. B. B. C.
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	<p>A.2 Establishing the Purpose of the Lesson</p> <p>Option:1 Activity 1: Guess the Role – Career Exploration Game</p> <p>Instructions to Learners:</p> <ol style="list-style-type: none"> 1. Read each scenario and match it to the correct job title on the board. 2. Groups will present their answers and justify their reasoning. 3. The teacher confirms the correct matches and facilitates a brief discussion on each role. <p>Example Scenario for a Card:</p> <p><i>During the weeks leading up to the school’s talent show, Kyla is in charge of spreading the word. She designs catchy social media posts, coordinates with local radio stations for announcements, and writes a press release for the school website to build excitement and increase audience turnout. Who is Kyla acting as?</i> → (Correct answer: <i>Public Relation Officer</i>)</p> <p>Option 2: Think-Pair-Share: Planning the Impossible</p> <p>Instructions for Learners:</p> <ol style="list-style-type: none"> 1. Take a moment to reflect on this question: <i>“Have you ever attended a concert, school fair, trade exhibit, or community event? Who do you think made it all happen behind the scenes?”</i> Think about the people who planned, organized, and made the event successful. 2. Turn to a classmate and share your answers. Talk about the kinds of events you’ve attended and who you think worked to make them happen. You have 3–5 minutes for your discussion. 3. After your partner discussion, some pairs will be invited to share their answers with the class. Be ready to listen to other ideas and notice any patterns or roles mentioned. 	<p>General instruction: Choose one activity from the two options provided.</p> <p>Option 1: Guess the Role – Career Exploration Game</p> <p>Pedagogy: Constructivism</p> <p>Strategy: Collaborative</p> <p>Instruction to teachers:</p> <ol style="list-style-type: none"> 1. Divide the class into small groups. 2. Provide each group with 3 short scenario cards describing a day in the life of someone working in event management (1 per role). <p>Time: 15–20 minutes</p> <p>Option 2: Think-Pair-Share: Planning the Impossible Activity</p> <p>Pedagogy: Active Engagement</p> <p>Strategy: Think-Pair-Share</p> <p>Instructions to Teachers:</p> <ol style="list-style-type: none"> 1. Ask students to think individually: “Have you ever attended a concert, school fair, trade exhibit, or community event? Who do you think made it all happen?” 2. Have them pair up with a classmate to share their answers.
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	<p>4. Your teacher will now introduce related careers in event management:</p> <ul style="list-style-type: none"> • public relations specialist • sales and sponsorship manager • venue manager • catering manager • multimedia artist <p>5. To wrap up, think about this question: <i>“Why do you think it’s important to learn about these related roles in event management?”</i> Be ready to share your thoughts as part of the class discussion.</p>	<p>3. After 3–5 minutes of discussion, invite a few pairs to share with the whole class.</p> <p>4. Use their responses to introduce the three roles: Festival and Event Producer, Trade Show Manager, and Meeting Planner.</p> <p>5. Guide a short reflection: “Why is it important to learn about these related careers in event management?”</p> <p>Time: 10–15 minutes</p>
B. Instituting New Knowledge	<p>B.1: Presenting Examples</p> <p>Direct Instruction (PowerPoint Presentation)</p> <p>Instruction to Learners:</p> <ol style="list-style-type: none"> 1. As each role is introduced, listen carefully to the explanation of: <ul style="list-style-type: none"> ○ The role’s name ○ Key responsibilities ○ Essential skills ○ A real-life example scenario of that role in action 2. Use your notebook or a handout to jot down: <ul style="list-style-type: none"> ○ 1–2 key responsibilities for each role ○ 1 skill you think is most important and why 3. After each slide, feel free to ask questions or share your thoughts. Your participation helps everyone learn! 4. Think about events you’ve attended (like school programs, fairs, or exhibits). Can you spot which roles were involved? 5. Reflection: Which role do you find most interesting, and how do your personal skills match that role? <p>B.2: Discussing the Concept</p> <p>Related Careers in Events Management</p>	<p>Worksheet Template: Design & Deliver: Event Role Simulation”</p> <p>Group Name: _____</p> <p>Assigned Role: <input type="checkbox"/> Festival Producer <input type="checkbox"/> Trade Show Manager <input type="checkbox"/> Meeting Planner</p> <p>Step 1: Event Details</p> <ul style="list-style-type: none"> • Event Name: _____ • Event Type: _____ • Date & Location (suggested): _____ <p>Step 2: Role Responsibilities</p> <ul style="list-style-type: none"> • Your Role in This Event: _____ • Top 3–5 Responsibilities: <ol style="list-style-type: none"> 1. _____ 2. _____

	Understanding the different roles in event management helps ensure a successful and well-organized event. Below are five important roles and their responsibilities:	3. 4. 5.
	1. Public Relations Specialist <ul style="list-style-type: none"> Handles communication between the event team and the public. Writes press releases, coordinates with media, and promotes the event through social media, newsletters, and community outreach. Builds a positive image of the event before, during, and after it happens. 	Step 3: Essential Skills <ul style="list-style-type: none"> What 3 skills are important for this role? 1. 2. 3. <ul style="list-style-type: none"> How will you apply these skills in your plan?
	2. Sales and Sponsorship Manager <ul style="list-style-type: none"> Looks for sponsors and partners to help fund or support the event. Prepares sponsorship packages and negotiates deals. Builds strong relationships with brands, donors, or companies to ensure mutual benefit. 	Step 4: Event Timeline or Highlights <ul style="list-style-type: none"> Main Activities (briefly outline):
	3. Venue Manager <ul style="list-style-type: none"> Oversees the physical space where the event is held. Manages booking, setup, security, maintenance, and compliance with safety regulations. Coordinates with other teams to ensure the venue fits the event's needs. 	Step 5: Challenges and Solutions <ul style="list-style-type: none"> Potential Challenge: How will you handle it?
	4. Catering Manager <ul style="list-style-type: none"> Plans and organizes food and beverage services for the event. Works with chefs, food suppliers, and servers to meet dietary needs and event themes. B.3 Developing Mastery Activity: Design & Deliver: Event Role Simulation Activity Instructions for Learners: Design an outline for your event that includes:	

	<ul style="list-style-type: none"> ○ Event name and theme ○ Role-specific tasks (what <i>you</i> are responsible for) ○ Timeline or major milestones ○ Possible challenges and how you will solve them <p>Present to Class</p> <ul style="list-style-type: none"> ● Each group presents their event plan to the class. ● Every group member must speak about their specific role and contribution 	
C. Demonstrating Knowledge and Skills	<p>C.1 Finding Practical Application</p> <p>Option 1: Role-Playing Scenarios (Simulation Activity)</p> <p>Instructions for Learners:</p> <ol style="list-style-type: none"> 1. Divide the class into three groups. 2. Assign each group one of the following roles: <ul style="list-style-type: none"> ● public relations specialist ● sales and sponsorship manager ● venue manager ● catering manager ● multimedia artist 3. Each group must prepare a short role-play scenario demonstrating the key tasks of their assigned role. 4. Groups are given 10 minutes to prepare and 3 minutes to present. <p>C.2 Making Generalization</p> <p>Activity 1: Reflection Writing Activity</p> <p>Instructions for Learners:</p>	<p>C.1 Finding Practical Application Activity</p> <p>Pedagogy/Methodology: Active Learning (Role-Playing)</p> <p>Strategy: Simulation Activity</p> <p>Instructions for Teachers:</p> <ol style="list-style-type: none"> 1. Provide clear instructions and guide groups during preparation. 2. Observe each presentation and provide feedback on accuracy and presentation skills. 3. Encourage creativity and clear role demonstration. <p>C.2 Making Generalization Activity</p> <p>Pedagogy/Methodology: Reflective Learning</p> <p>Strategy: Written Reflection</p>

- a. Ask learners to write a short paragraph reflecting on the three roles discussed.
- b. Guide questions:
 1. Which role do you find most interesting? Why?
 2. What skills do you think are most important for this role?
 3. How does specialization improve event management?
- c. Collect reflections and review them for insights

C.3 Evaluating Learning (Check-Up Quiz)

Option 1: Multiple-Choice Quiz (5 Items)

Instructions for Learners:

Answer the following quiz items:

Choose your answer inside the box

<p>public relations specialist</p> <p>sales and sponsorship manager</p> <p>venue manager</p> <p>catering manager</p> <p>multimedia artist</p>

1. Who is responsible for promoting events online?
2. What is the main focus of a Sales and Sponsorship Manager?
3. Who manages relationships with the media?
4. True or False: A PR Specialist designs event decorations.

Instructions for Teachers:

1. Encourage honest and thoughtful reflections.
2. Provide feedback on each learner's reflection.

C.3 Evaluating Learning

Pedagogy/ Methodology: Assessment for Learning

Strategy: Listen to a short-real life scenario.

Raise the labeled card that matches the description of the real-life scenario
Multiple-Choice Quiz (Formative Assessment)

Instructions for Teachers:

1. Prepare quiz sheets in advance.
2. Review the answers with the class, encouraging learners to explain their choices.

Answer Key:

1. Public Relations Specialist
2. Securing event sponsors and managing sponsorship deals
3. Public Relations Specialist
4. False
5. Multimedia Artist

	<p>5. Which role is responsible for managing the technical and visual content of an event?</p> <p>C.4 Additional Activities</p> <p>Activity: Role-Playing Scenarios</p> <p>Instructions for Learners:</p> <ol style="list-style-type: none">1. Divide the class into three groups.2. Assign each group one of the following roles:<ul style="list-style-type: none">• public relations specialist• sales and sponsorship manager• venue manager• catering manager• multimedia artist3. Each group designs a short role-play scenario demonstrating their assigned role’s tasks.4. Groups present their role-play to the class.	<p><i>Pedagogy/ Methodology: Active Learning (Role-Playing)</i></p> <p><i>Strategy: Simulation Activity</i></p> <p>Instructions for Teachers:</p> <ul style="list-style-type: none">• Provide 10 minutes for group preparation.• Guide each group as they prepare their role-play.• Facilitate a feedback session after each presentation. <p>Rubric for Role Playing</p> <p>Role-Play Rubric (Total: 5 points)</p> <table><tr><th></th><th>Crit eria</th><th>Excellen t (5 pts)</th><th>Proficien t (4 pts)</th><th>Satisfacto ry (3 pts)</th><th>Imp (2 pts)</th></tr><tr><td>Content Accuracy</td><td>Information is complete and highly accurate; clearly demonstrates deep understanding of the role</td><td>Mostly accurate and complete; minor errors</td><td>Generally accurate but lacks some key details</td><td>Severely inaccurate; missing elements</td></tr></table>		Crit eria	Excellen t (5 pts)	Proficien t (4 pts)	Satisfacto ry (3 pts)	Imp (2 pts)	Content Accuracy	Information is complete and highly accurate; clearly demonstrates deep understanding of the role	Mostly accurate and complete; minor errors	Generally accurate but lacks some key details	Severely inaccurate; missing elements
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		Score Interpretation:	
		Score Range	Performance Level
		5	Excellent
		4	Proficient
		3	Satisfactory
		2	Needs Improvement
		1	Beginning

V1. Assessment	Essay				
	<p>Imagine your school is hosting an Education and Career Expo. As a group of student organizers, how would you assign roles to a Festival and Event Producer, a Trade Show Manager, and a Meeting Planner to ensure the success of the event? Explain each person's responsibilities and how they will work together.</p>				
	Essay Rubric: Education and Career Expo Role Assignment				
	Criteria	Excellent (5 pts)	Good (4 pts)	Satisfactory (3 pts)	Needs Improvement (2 pts)
	Role Assignment Clarity	Clearly and appropriately assigns all 3 roles with thoughtful justification	Assigns all 3 roles with mostly clear reasoning	Assigns 2–3 roles but with vague or partial reasoning	Assignments are unclear or missing
	Understanding of Responsibilities	Accurately and thoroughly explains responsibilities for each role	Explains most responsibilities clearly with few inaccuracies	Some responsibilities explained; may be incomplete or slightly inaccurate	Minimal or incorrect understanding of roles
	Teamwork and Collaboration	Clearly describes how roles will coordinate and support each other for success	Describes collaboration with some clarity	Collaboration is mentioned but not well explained	No clear explanation of collaboration or teamwork
	Organization and Coherence	Well-structured essay with logical flow and clear paragraphs	Mostly clear and logical; some minor flow issues	Ideas are somewhat disorganized; transitions may be lacking	Poorly organized; hard to follow
Score Interpretation:					

	Score Range	Performance Level
	5	Excellent
	4	Good
	3	Satisfactory
	2	Needs Improvement
V11. Reflection	How can understanding the distinct roles in specialized event management—such as Festival and Event Producer, Trade Show Manager, and Meeting Planner—help me design more engaging, real-world learning experiences that connect students to potential career paths?	

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