**Chapter 9:**

**The Design, Operation and Management of a Wellness Event**

**Test Questions**

*Multiple Choice*

1. “Planning and building an event, promoting it across multiple channels, managing attendee information and communication, implementing the actual event, and measuring its success” is the definition of:
   1. Event management
   2. Special events company
   3. Event planner
   4. Special event
2. What is the first step in designing a wellness event?
   1. Conduct a needs analysis
   2. Set goals and objectives
   3. Select a site
   4. Develop a budget
3. Event sponsorships are popular because of all of the following *except:*
   1. They can help pay for the event
   2. The sponsoring organization can target a specific market segment
   3. Event results can be measured
   4. The association between organizations may hurt one of them
4. All of the following are likely to be wellness event stakeholders *except*:
   1. The local community
   2. Attendees
   3. National media
   4. Employees of the organization
5. “Any paid form of non-personal communication about an event” is known as:
   1. Social media
   2. Personal selling
   3. Advertising
   4. Publicity
6. “Marketing that is not directly paid, nor has an identified sponsor” is known as:
   1. Sales promotion
   2. Personal selling
   3. Advertising
   4. Publicity
7. Setting up, checking, and double-checking audio/visual equipment is a component of:
   1. Event space preparation
   2. Communication procedures
   3. Ancillary events
   4. Registration and housing

1. Wellness event follow-up activities are likely to include all of the below *except:*
   1. Evaluate feedback from attendees
   2. Finalize income and expense statement
   3. Immediately hire the same vendors for next year’s event
   4. Send appropriate thank-you acknowledgements
2. Guidelines for communicating successfully during an event include all of the below *except:*
   1. Send all messages to everyone involved with the event
   2. Establish the level of priority
   3. Know the objective
   4. Clarify the message
3. Logistical considerations of an event include all of the below *except:*
   1. How will registration information and fees be collected?
   2. How will housing be arranged?
   3. What are the health and wellness goals of attendees?
   4. What type of food will be provided at meals and breaks?
4. A micro-influencer has how many followers?
   1. 100 – 1,000
   2. 1,000 – 10,000
   3. 10,000 – 100,000
   4. 100,000 – 1,000,000
5. All of the following are factors related to event risk except:
   1. Size of crowd
   2. Weather conditions
   3. Location of event
   4. Time of year
6. “A systematic process of evaluating the potential risks that may be involved in a projected activity or undertaking” is the definition of:
   1. Event Risk
   2. Event Risk Management
   3. Risk Assessment
   4. Site Inspection

*True/False*

1. There are no negative aspects to volunteers assisting with an event.

F

1. Ancillary events can be planned at the last minute.

F

1. Publicity is one of the least credible forms of promotion.

F

1. The only potential revenue source for an event is ticket sales.

F

1. The three possible financial outcomes of a wellness event are: Break-even; Profit; Deficit  
   T
2. Partnering with micro-influencers is a good way to advertise a wellness event.

T

1. Conducting a risk assessment before an event will help you detail how an emergency during the event will be handled.

T

1. Wellness events require the assistance of special event companies and special events production company.

F

*Short Answer*

1. Name and briefly describe the five components of a S.M.A.R.T. goal.

Goals and objectives should be clear, concise, and measurable, or **S.M.A.R.T.** (specific, measurable, attainable, relevant, and time-based).

1. Discuss two current trends in wellness events.

* “Less is the New More/Stylish Minimalism”
* Events Should Have a Purpose
* Face-to-Face is Here to Stay
* Technology is Key in Promotion
* Be Sustainable
* Make the Entire Package an Experience

1. Discuss the three categories of labor often used for wellness events, including both pros and cons.

* Regular Employees: This group is helpful because they are already familiar with and invested in the host organization’s mission and event goals. Regular employees who have been part of events before are already trained and experienced.
* Temporary Staff: Some additional staff members may need to be hired just for the event, possibly from the local community. However, it is difficult to offer extensive training to temporary staff, so their capacity to help may be limited. They also need clearly defined roles and expectations.
* Volunteers: Although volunteers are often considered to be “free,” expenses such as food and beverage or training may still be incurred. In many ways volunteers still need to be treated as an employee; they are also interfacing with attendees, and need to understand and support the event’s values and mission. It can also be a challenge to motivate volunteers, and they may need to be supervised more closely than regular employees to ensure quality work.

1. Discuss the factors of event risk:

* Size of crowd
* Size and nature of the event site
* Time of day
* Nature of the event
* Food and beverage
* Age of crowd
* Weather conditions
* Location of the event venue (urban, rural, etc.)