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| **T.C.**  **YAŞAR ÜNİVERSİTESİ**  **Faculty of Communications**  **Department of Public Relations and Advertising**  **2018-2019 Fall**  **PRAD 4107 EVENT MANAGEMENT**  **Evaluation Form**  **Event Name: -----------------------------------------**  **Account Name: ----------------------------------------------------** | | |
| **Project Group Members Name :** |  | |
| **CRITERIAS OF EVALUATION** | **TOTAL** | **GRADE** |
| 1.Defining Objectives/Goals | 5 |  |
| 2. Flow of the event (Project visualization with charts) | 10 |  |
| 3. Planning (Scheduling the event (pre-post) | 10 |  |
| 4. Creative Tactics (Invitations, Publicity, posters, signs, handouts, sales promotions, gifts, samples, P.O.P, displays) | 20 |  |
| 5. Sponsorships | 5 |  |
| 6. Developing event team , (HR) | 5 |  |
| 7. Implementation (training staff, logistics, place layout, food&beverage, health care, security, technical support, etc.) | 20 |  |
| 8. Opening / Closing / Completation (opening ceremony, introdoction, opener, visual support, closing up) | 10 |  |
| 9. Budgeting | 10 |  |
| 10. Evaluation / Measurement of the effectiveness | 5 |  |
| **TOTAL:** | **100** |  |
| **Comments & Special issues needed to be taken into account:**  Date: ----/----/------- Lecturer: Signature: | | |