

BUSINESS MEETING MANAGEMENT CONCEPTS (590)

—OPEN EVENT—

REGIONAL – 2017

DO NOT WRITE ON TEST BOOKLET

TOTAL POINTS _____ (100)

Failure to adhere to any of the following rules will result in disqualification:

- 1. Contestant must hand in this test booklet and all printouts. Failure to do so will result in disqualification.**
- 2. No equipment, supplies, or materials other than those specified for this event are allowed in the testing area. No previous BPA tests and/or sample tests or facsimile (handwritten, photocopied, or keyed) are allowed in the testing area.**
- 3. Electronic devices will be monitored according to ACT standards.**

No more than sixty (60) minutes testing time

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Identify the letter of the choice that best completes the statement or answers the question.

1. When planning food and beverage for an event, you will *most* likely meet with the:
 - a. general manager
 - b. conference coordinator
 - c. convention planner
 - d. catering manager

2. The exhibitor prospectus is used:
 - a. to set up the exhibit hall
 - b. to market to potential exhibitors
 - c. to calculate charges for a conference
 - d. split up exhibit hall space

3. Companies count on _____ to make all necessary travel arrangements for their organization's event participants.
 - a. convention visitor bureaus
 - b. state tourism organizations
 - c. travel agencies
 - d. group sales

4. A rectangular or oval table set up with chairs around all sides and ends is the:
 - a. boardroom style
 - b. theater style
 - c. classroom style
 - d. u-shape meeting room

5. Meeting set-up crews should allow at least _____ feet of space at each table for meeting participants.
 - a. 5
 - b. 3
 - c. 4
 - d. 2

6. Meeting rooms set up in classroom style should allow at least _____ feet between the rows of tables.
 - a. 5
 - b. 4
 - c. 2
 - d. 3

7. The building or location where a meeting is held is called the:
 - a. event locale
 - b. venue
 - c. convention center
 - d. gathering place

8. Conventions receive positive publicity at no cost through:
 - a. a press release
 - b. a direct mail campaign
 - c. an advertisement
 - d. a bulk mailing

9. Identifying human wants and needs and developing a plan to meet them is known as:
 - a. organizing
 - b. selling
 - c. marketing
 - d. management

10. Which of the following is *not* part of the marketing plan for meetings?
 - a. advertising the event
 - b. outlining the strategy for attracting participants
 - c. adapting to economic changes in the market
 - d. developing a strategic plan for the event

11. Venues for many large association meetings are planned five years in advance. This is an example of _____ planning.
 - a. strategic
 - b. intermediate
 - c. situational
 - d. short-term

12. Conference hotels may require one night's payment, referred to as a(n) _____ to hold the hotel room for a meeting participant.
 - a. advancement
 - b. pre-payment
 - c. deposit
 - d. down payment

13. The Housing Bureau is a(n) _____ that can assist in group reservations.
 - a. third-party vendor
 - b. in-house vendor
 - c. in-house reservations
 - d. virtual booking agency

14. Customer satisfaction at an event begins with:
 - a. pre-registration
 - b. strategic planning
 - c. the opening general session
 - d. check-in at the hotel desk

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15. People at two or more distant locations conduct two-way communication through video and audio; this type of meeting is classified as:
 - a. teleconferencing
 - b. e-conferencing
 - c. a webcast
 - d. virtual conferencing

16. The *best* tool to promote events to a mass market is a _____.
 - a. webcast
 - b. chat room
 - c. website
 - d. blog

17. The *best* incentive for meeting volunteers is:
 - a. positive recognition
 - b. power
 - c. money
 - d. special uniforms

18. The *most* important element planners use to assure meeting success is:
 - a. financial support
 - b. clear communication
 - c. participant recognition
 - d. feedback

19. Which of the following is *not* an example of a support service for meeting planning?
 - a. audiovisual
 - b. floral decorators
 - c. exhibit set up
 - d. hotel front desk

20. The feedback meeting between the meeting planner and the facility is called the:
 - a. pre-conference meeting
 - b. post-conference meeting
 - c. logistics meeting
 - d. wrap-up session

21. Barrier-free rooms are:
 - a. always located on the first floor
 - b. have sliding doors opening to the outdoors
 - c. accessible to people with disabilities
 - d. easily accessible from the busy roadway

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22. _____ prevents discrimination against people with disabilities in the United States.
- The Americans with Disabilities Act
 - The EEOC
 - Title IX
 - ERA
23. Events that incorporate environmental considerations throughout all stages of planning are called:
- sustainable events
 - industrial events
 - hospitality events
 - green events
24. Hotels send out _____ in an attempt to gain the business of major meetings.
- GDS's
 - RFP's
 - bulk mailings
 - e-mail blasts
25. A(n) _____ is *not* classified as an event setting.
- urban setting
 - theme park
 - suburban setting
 - resort
26. The financial statement for a meeting that shows revenue and expenses is:
- an income statement
 - a budget
 - a balance sheet
 - a W-4 form
27. Variable meeting costs are based on the:
- rate of inflation
 - occupancy rate of the conference center
 - number of meeting attendees
 - number of meetings scheduled per month
28. Most association events are budgeted to:
- lose money
 - break even
 - spend all revenue acquired by the association during the year
 - make money

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29. Surveys to gather feedback about a meeting:
 - a. should only be given to the board of directors
 - b. should only be conducted online
 - c. should have numerous questions for participants
 - d. should be used to improve the event in the future

30. The most popular instrument to gain feedback from meeting participants is a(n):
 - a. poll
 - b. interview
 - c. survey
 - d. electronic follow-up

31. To gain access to the most popular speakers for a meeting, you should contact:
 - a. CVB
 - b. speakers bureau
 - c. talent agency
 - d. Professional Meeting Planners Association

32. Individuals attend conferences and other meetings to:
 - a. network
 - b. learn new strategies
 - c. relax
 - d. all of the above

33. The *first* important step for organizing a highly successful event is:
 - a. selecting an exciting venue
 - b. creating an awesome marketing plan
 - c. defining clear goals and measurable objectives
 - d. setting a realistic budget

34. The type of survey *most* likely to be completed is conducted:
 - a. electronically
 - b. face-to-face
 - c. over the telephone
 - d. using paper-and-pencil

35. The focus group consists of 10 to 12 participants from targeted audiences:
 - a. to answer open-ended questions that serve as meeting feedback
 - b. to market an event to more people
 - c. to receive special treatment at a conference
 - d. to organize and implement meetings

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36. All people affected by an event or meeting are called:
- customers
 - participants
 - members
 - stakeholders
37. The long-term plan of action for future conferences is called:
- strategic planning
 - mission generation
 - management strategy
 - program of work
38. _____ is the purpose of a company, organization, or person.
- Objective
 - Mission statement
 - Program of work
 - Code of ethics
39. Specific, measurable, and prioritized goals are called:
- mission statements
 - code of ethics
 - objectives
 - long-term plans
40. Program details should be designed to meet participants':
- needs
 - learning styles
 - expectations
 - all of the above
41. The program outline does *not* include:
- topics
 - meeting content
 - potential speakers
 - feedback from participants
42. An integrated marketing plan for a national convention does *not* include:
- direct-mail brochures
 - financial analysis
 - publicity
 - sponsorship

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43. The *most* economical time to schedule a conference for participants is during:
- shoulder periods
 - peak season
 - summer
 - weekdays
44. Hotel rooms held or marked for a special meeting or conference are called:
- a reserved set
 - a block of rooms
 - revenue rooms
 - walk-in rooms
45. Some individuals attend meetings for continuing education. They receive a(n) _____ to validate their attendance.
- receipt
 - award
 - certificate of attendance
 - diploma
46. An example of an ancillary program in conjunction with a meeting is:
- the opening session speaker
 - the awards luncheon
 - brainstorming sessions
 - sightseeing tours
47. The period that falls between a hotel's peak and off season is called:
- off-peak
 - pre-peak
 - shoulder
 - low
48. For a meeting planner, the term *spend* is:
- the amount of money that a meeting is expected to cost
 - the man-hours necessary to get a meeting organized
 - the time-on-the-ground for a meeting
 - how much travel will cost to attend a meeting
49. For a meeting planner, the stakeholders are the:
- personnel necessary to organize an event
 - conference workers at the event
 - management team for an event
 - people who attend/participate in the event

50. Planning a successful meeting:
- a. can typically be completed in a short period of time
 - b. may take months or years to organize from start to finish
 - c. will usually not be worth the time spent on organizing it
 - d. will require very few hours to accomplish