

Question 1. (Single Select)

A reward and recognition program for stakeholders should be:

- A: Expected
- B: Visible
- C: Undefined
- D: Small

Correct Answer: A

Explanation:

Stakeholder relationships will benefit from a focus on recognizing the contributions of stakeholders such as staff, attendees, and others. An effective reward and recognition will motivate team members to perform better and engage more readily; they can reinforce behaviors needed to achieve the event objectives. A reward and recognition program should be applied visibly and fairly across the organization.

The remaining answer options are incorrect. Recognition programs do not have to be small, particularly if there is a large number of stakeholders who should be rewarded. These programs are not expected but are very appreciated, and rewards should be well defined rather than vague.

Question 2. (Single Select)

Which of the following is most likely to have tax benefits?

- A: Grant funding
- B: Donations
- C: Sponsorships
- D: Exhibitions

Correct Answer: B

Explanation:

Donations are one possible source of event funding. They involve indirect benefits, such as acknowledgment or expectations of public relations benefits to the donor. Donations to charitable organizations may have tax benefits, depending on the specific jurisdiction. Exhibitions, sponsorships, and grants are all possible sources of event funding but do not typically have tax benefits.

Question 3. (Single Select)

Which of the following refers to a raised platform for a head table?

- A: Riser
- B: Lectern
- C: Podium
- D: Dais

Correct Answer: D

Explanation:

It is important for event professionals to be aware of all types of furnishings that might be used in the context of a presentation, meeting, or other event. A dais is a raised platform for a head table. A table sitting on a dais usually includes the keynote speaker, head of the organization, and other figures important to the event.

A lectern is a piece of furniture that offers a slant-topped reading stand for the speaker or presenter. A podium is a raised speaker's platform; free-standing lecterns are often placed on podiums. Risers are platforms gradually increasing in height in order to offer the audience a better view of the stage.

Question 4. (Single Select)

The content of an event is determined by the:

- A: Suppliers
- B: Budget
- C: Objectives
- D: Audience

Correct Answer: C

Explanation:

The content of an event should be determined by its objectives. To choose the proper format for delivery of this content, the event planner should consider first the needs of the audience, the issues they face, and their preferred methods of learning.

The remaining answer options are incorrect. The content of an event is not determined by the audience or budget, though both of these may in an indirect way influence what and how content is delivered. Suppliers do not determine the content of an event.

Question 5. (Single Select)

What impact can the failure to follow appropriate protocols have on a relationship with a stakeholder?

- A: The stakeholder may try to give more money to the event organization
- B: The event planner may get to know the stakeholder on a personal level
- C: Contract negotiations can be improved
- D: The relationship can be damaged from the start

Correct Answer: D

Explanation:

When working with other cultures and customs, many differences should be considered such as business ethics, business conduct, meeting protocol, language differences, and political and legal requirements. If an event professional fails to follow appropriate protocols, the relationship with a stakeholder can be damaged from the start.

The remaining answer options are incorrect. If an event professional offends a stakeholder due to a misunderstanding of cultural conduct, contract negotiations would likely take a downturn rather than be improved. The stakeholder may try to decrease the amount of money given to the event organization, and because the relationship might be damaged, it is unlikely that the event planner would be able to get to know the stakeholder on a personal level.