**CHAPTER 1 Anatomy of an Event**

1. Every event is held to produce \_\_\_\_.

a) collectable experiences

b) measurable outcomes

c) revenues for the organizer

d) target markets

Answer: b) measurable outcomes

2. On which of the following should an event coordinator rely to identify expectations?

a) Customer profile

b) Design concept

c) Evaluation strategy

d) Event dimensions

Answer: a) Customer profile

3. An event experience should be \_\_\_\_.

a) iterative

b) progressive

c) systematic

d) tangible

Answer: b) progressive

4. What is the most important thing to provide attendees in order to facilitate a good arrival experience?

a) Greeters

b) Information

c) Parking passes

d) Shuttle services

Answer: b) Information

5. Entrances and exits should always be \_\_\_\_.

a) brightly decorated

b) in sheltered areas

c) in close proximity to parking

d) visible and obvious

Answer: d) visible and obvious

6. What will be the primary factor during menu planning?

a) Available food purveyors

b) Restrictions of religious dietary laws

c) Type and style of the event

d) Venue’s catering franchise agreement

Answer: c) Type and style of the event

7. Why do facilities and catering operations have restrictions on what the guest may bring for consumption at an event?

a) Income shortfalls

b) Liability concerns

c) Logistical challenges

d) Zoning regulations

Answer: b) Liability concerns

8. If attendees become immersed in the entertainment or activity, the event experience will be more \_\_\_\_.

a) dramatic

b) enjoyable

c) intense

d) memorable

Answer: d) memorable