

franchise in the college campus in a meeting with my team. We did also exchange phone numbers so we can contact through WhatsApp. Therefore, we can keep in touch with the manager and the team. Our team also did have each other's number so we can keep in contact frequently between each other and update. the Costa coffee lounge was the best venue for us. This would be a successful event we knew from start as we were confident from not only our teamworking skills but other skills such as marketing skills my team had and communication skills.

Another factor that has made us choose this was the fact that it was in the college campus. So, it was an easily accessible venue. So, the location was good enough and the closest café from the college with good reputation. Therefore, the North Warwick students and teachers will be easily exposed to the posters and advertisements we have created. The posters would be all around the college campus and the adverts would be posted on our social media to support the charity we have chosen which was Macmillan Cancer Support. My Facebook ads knowledge was perfect for creating adverts to only be focused in the Nuneaton target audience to come and join the coffee morning charity event. Therefore, creating an advert and posting it on the Box Portal would be perfect for students to see. The main priority was to get as much exposure as possible.

Price for running the event wasn't very expensive at all. This is because everyone from my group did contribute £5 which we used to buy some of the products. On the other hand, another advantage was that we had the cakes and coffees which were provided by Costa. After doing good research with the team, we went for the Macmillan charity support because they have a good reputation and help in a noble cause. The charity also did provide us with many balloons, buckets, and other promotional materials we needed.

4/C. M3 Analyse the key factors that need to be considered when producing a plan for an event

Location

		an hour before was to set up everything and make sure everything is running smooth. If not then we could resolve it. We will be receiving the cakes from the lady in costa, so we need to be able to cut them and set napkins, cutlery and plates.
9:30am	Opening	At 9:30 am we started to serve the customers and started to welcome the customer and after just casually asking them how important for them is the charity of the organisation.
2:00pm	Door closing	This is the time where the event ends but we will still be there to serve customers who are still there so we will be open for another few minutes.
2:30pm	Tidying Up	After the event is fully finished, we as a team will clean everything up and make sure the state is just as clean as we first started. This is a great moral practice in my opinion because then if we ever need to use this venue again, they will be more than happy for us to use it.