

Vocabulary: Event planning Essentials

1). Match the cultural management terms with their correct definitions.

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| 1. Stakeholders | A. A place provided for local artist and artisans to showcase and sell products |
| 2. Outcomes | B. A schedule of actions needed to initiate and plan the festival or event |
| 3. Timeline | C. The materials, money, or staff needed to execute the event |
| 4. Venue | D. People or groups who have an interest in the project, such as residents and community leaders |
| 5. Resources | E. The desired final results or impact of the event |

Reading comprehension: Developing the concept.

2). Answer the following questions using information directly from the first two sections of the text.

What three specific aspects of the community must organizers understand to execute a festival or event?

Who are the three groups of people organizers should communicate with to help turn an idea into a feasible event?

According to the text, organizers must develop a strategy to maintain the event. What are three other mandatory actions they must take during the planning phase?

List three potential goals a cultural event might have that directly benefit the local economy or local charitable organizations.

Grammar: Present simple and Present continuous.

3). Complete the sentences using the correct form of the verbs in brackets. Pay attention to whether the sentence describes a general fact/routine (present simple) or temporary/ongoing actions/near future arrangements (present continuous).

Organizers usually _____ (develop) a strategy to maintain and sustain the festival over the long term.

Right now, the committee _____ (recruit) support to turn their new idea into a feasible event.

We always _____ (assess) our capacity to organize a festival before we _____ (create) a timeline.

This year, the festival _____ (raise) funds for a local charitable organization instead of a private foundation.

A vision statement generally _____ (outline) the ultimate goals of an event, but currently, the board _____ (discuss) the specific tactics.

The local artists _____ (showcase) their products at the new venue this weekend, which _____ (improve) the local economy.