

Extra Credit Assignment #1
Planning an Event at the University City Science Center

The University City Science Center (Center) is one of the city's most popular venues for corporate events. The Center handles a wide array of events each year, ranging from entrepreneurship conferences to institutional board meetings. The Center rents out several spaces; from auditoriums to conference rooms. Planning and executing an event takes a large amount of effort amongst all involved.

The process begins with the client. A client, such as energy company NRG, contacts the Center requesting space for a proposed event. The marketing department fields the request, and writes up a proposal for the client. The proposal is a standard form that doubles as a contract, which includes the price of the event space, date and time the space is to be used, and standard terms and conditions. Marketing then sends the client the proposed contract. The client then decides whether to accept or reject the contract. Most clients accept because the Center is such an accommodating host. The client then returns the signed contract. Marketing then receives the signed contract and documents the receipt in the client's file.

After the contract is signed, the client often tells the marketing department what kind of catering, and other event goodies, it is looking to have. Marketing then sends the client a list of approved event partners - such as caterers or balloon makers. It is the client's responsibility to arrange additional services, like catering, at an event. The client normally then calls an approved caterer, who quotes the client a price for the event. The client then can either accept the caterer's quote or contact a different approved vendor.

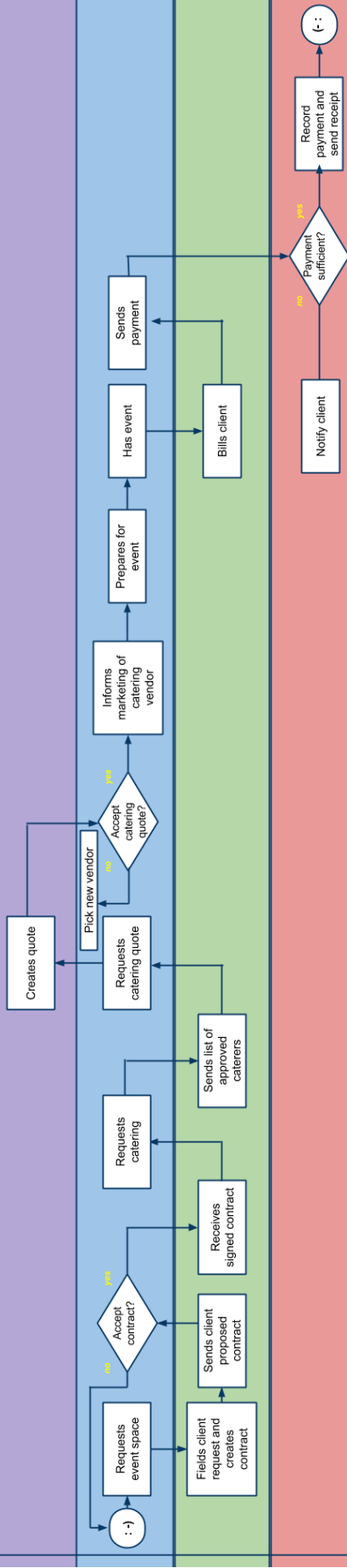
Once the catering decisions are completed (which is arguably the most important element in any successful corporate event), the client informs marketing as to the food arrangements. Once marketing is informed, the client then handles preparation for the event on their own. The event then takes place!

Following the event's completion, the marketing department sends the client a bill for the event. The client then sends payment. Upon receipt of the payment, accounting verifies the payment, documents the payment in its general ledger, and then sends a final receipt to the customer. The client then begins planning their next wonderful experience at the University City Science Center.

Approved by L. Blum 10/1
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ERD Diagram

