



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES
BACHELOR OF ARTS IN COMMUNICATION
BAC 4203 CORPORATE EVENT MANAGEMENT
SPECIAL EXAMINATION

DATE: 14th May 2026

TIME: 09:00 – 11:00

INSTRUCTIONS

- Answer Question One (Compulsory) and any other TWO questions.
- Marks allocated to each question are indicated at the end of each question.
- Illustrate your answers with relevant examples where applicable.

QUESTION ONE (COMPULSORY) CASE STUDY (30 MARKS)

The Ministry of Investments, Trade and Industry, in partnership with a leading private sector organization, plans to host the Kenya International Investment & Innovation Summit in Nairobi. The three-day event is expected to attract over 1,500 participants including government officials, investors, diplomats, development partners, entrepreneurs, media houses, and international exhibitors.

You have been appointed as the Lead Corporate Event Consultant responsible for planning and coordinating the summit.

- a) Identify and explain five (5) important considerations when planning and selecting a venue for an international corporate summit of this nature. (10 Marks)
- b) Develop a brief stakeholder communication plan for the summit. Your answer should include:
 - Key communication objectives
 - Main stakeholder groups
 - Communication channels to be used before, during, and after the summitPurpose of communication at each stage
(10 Marks)
- c) Discuss five (5) major risks associated with hosting this summit and explain the mitigation measures you would implement to ensure successful event delivery. (10 Marks)

QUESTION TWO (15 MARKS)

- a) Discuss the role of strategic communication and public relations in enhancing the success of corporate events. (10 Marks)
- b) Explain how corporate events can strengthen organizational reputation and stakeholder trust. (5 Marks)

QUESTION THREE (15 MARKS)

- a) Effective leadership and team management are critical in the success of corporate events. Discuss the role of an event manager in leading and coordinating an event team before, during, and after an event. (8 Marks)
- b) Explain seven (7) qualities or skills that an effective corporate event leader should possess. (7 Marks)

QUESTION FOUR (15 MARKS)

A leading telecommunications company plans to host a two-day Youth Innovation and Digital Entrepreneurship Summit in Nairobi targeting university students, startups, investors, media, and technology partners. The organizing committee has tasked you with leading sponsorship and partnership mobilization for the event.

- a) Identify and explain four (4) categories of sponsors or partners you would target for this event and why each would be relevant. (8 Marks)
- b) Prepare a brief sponsorship proposal outline indicating the key information that should be included when approaching potential sponsors. (5 Marks)
- c) Explain two (2) strategies you would use to maintain long-term relationships with sponsors after the event. (2 Marks)

QUESTION FIVE (15 MARKS)

A multinational technology company plans to launch a regional Artificial Intelligence and Digital Innovation Hub in Nairobi. The launch event will bring together senior government officials, investors, development agencies, technology partners, media, university leaders, and youth innovators from across Africa.

As the Lead Event Manager:

- a) Analyse how you would align the event theme, programme design, stakeholder engagement activities, and communication strategy with the company's corporate image and strategic objectives. (9 Marks)
- b) Using at least three (3) communication theories, explain how strategic communication would be applied before, during, and after the launch event. (6 Marks)