



SCHOOL OF HUMANITIES & SOCIAL SCIENCES
BACHELOR OF ARTS IN COMMUNICATION
BAC 4203 CORPORATE EVENTS MANAGEMENT
END OF SEMESTER EXAM

DATE: 19th March 2026

TIME: 16:00 – 18:00

Instructions

1. This examination consists of **FIVE** questions.
2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.

QUESTION ONE (COMPULSORY)

CASE STUDY (30 MARKS)

The Kenya National Chamber of Commerce and Industry (KNCCI) is planning its Annual Delegate Conference for 1,200 participants to be held in Nairobi. Your Public Relations Agency has been shortlisted to manage this high-profile corporate event. As part of the selection process, you are required to make a professional pitch to the in-house Corporate Communication Team, demonstrating your understanding of strategic event planning and risk management.

- a) List and explain five key factors you would consider when selecting a location and venue for this corporate conference (10 marks).
- b) Prepare a brief communication plan for the event, specifying:
 - Key messages (3 marks)
 - Target audiences (internal and external stakeholders) (2 marks)
 - Communication channels for each stage: before, during, and after the event (3 marks)
 - Purpose of each communication tool (2 marks)(10 marks).
- c) Explain the five key risks associated with hosting a corporate event of this scale and the measures you would put in place before and during the event to ensure safety, continuity, and successful brand reputation management (10 marks).

QUESTION TWO (15 MARKS)

- a) List and discuss five roles of Public Relations (PR) in the planning and execution of corporate events (10 marks).
- b) Explain, with examples, how corporate events can be used as tools for leadership communication and stakeholder engagement (5 marks).

QUESTION THREE (15 MARKS)

- a) Explain the process of developing an event concept for a corporate or high-profile event. In your answer, highlight the key elements that should be included in a concept note and their importance in event planning (8 marks).
- b) You have been asked to prepare an event budget for a corporate conference with 500 participants. Identify and explain six key elements that should be included in the event budget (7 marks).

QUESTION FOUR (15 MARKS)

- a) a) Discuss, with examples of real events, the role of digital marketing and media relations in promoting corporate events (7 marks).
- b) Explain how creative design and programming can enhance brand perception and guest engagement at corporate events. In your answer, explain three key factors. (6 marks).
- c) Discuss two emerging trends in corporate event management and explain their implications for event planners. (2 marks)

QUESTION FIVE (15 MARKS)

A multinational energy company operating in Kenya plans to host a three-day corporate conference in Nairobi to announce a major investment in renewable energy. The event will involve senior executives, government officials, development partners, investors, media, and community representatives. The company seeks to strengthen its corporate reputation, demonstrate leadership in sustainability, and build long-term stakeholder trust. As the lead event manager:

- a) Explain how you would align the event objectives, theme, and messaging with the company's corporate strategy and public image (9 marks).
- b) Using at least three relevant communication theories, explain how strategic communication would be applied before, during, and after the event. (6 marks)