Event creation – the incubator of ideas
Final Evaluation Test – Multiple-Choice Questions

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This test contains 20 multiple-choice questions covering the seven modules of the course. Each question has only one correct answer. Circle or mark the letter of the correct option. The answer key and self-check grid are provided at the end of the test.

Name: _____ Date: _____ Score: _____ / 20
Pass mark: 12/20 (60%).

Test – 20 Questions

1. In event creation, an event is best understood as: *[M1]*
- **a)** the final goal of the organising process
- **b)** a tool used to achieve a purpose for a community or organisation
- **c)** a purely social gathering without objectives
- **d)** a document describing a budget

2. Which of the following is a correctly written SMART objective? *[M1]*
- **a)** Make the event as popular as possible
- **b)** Improve communication in the community
- **c)** Attract 100 participants from the cross-border region by 2 July 2026
- **d)** Organise an unforgettable festival

3. The problem tree technique is mainly used to: *[M1]*
- **a)** plan the event budget
- **b)** analyse the causes (roots) and effects (branches) of a central problem
- **c)** design promotional posters
- **d)** select the event venue

4. Divergent thinking in idea generation means: *[M2]*
- **a)** filtering and judging ideas to select the best one
- **b)** generating many ideas freely, without criticism
- **c)** writing the final event budget
- **d)** evaluating risks of the event

5. Which technique is specifically designed to improve an existing event by asking questions such as Substitute, Combine, Adapt, Modify, Put to another use, Eliminate, Reverse? *[M2]*
- **a)** Brainwriting
- **b)** Mind mapping
- **c)** SCAMPER
- **d)** Net Promoter Score

6. The main advantage of brainwriting compared with classic brainstorming is that it: *[M2]*
- **a)** guarantees a bigger budget
- **b)** gives quieter participants an equal voice and avoids verbal chaos
- **c)** removes the need to select ideas
- **d)** works only for online events

7. The difference between publics and stakeholders is that: *[M3]*
- **a)** they are exactly the same thing

b) publics attend or are affected, while stakeholders have interest in or influence over the event
c) stakeholders never attend the event
d) publics are only the sponsors

8. Behavioural segmentation groups people according to: *[M3]*
a) age and income only
b) place of residence only
c) habits, frequency of participation and benefits sought
d) nationality only

9. An audience persona is: *[M3]*
a) a real VIP guest invited to the event
b) a semi-fictional profile representing a typical member of a segment
c) the official spokesperson of the event
d) a legal document required by the funder

10. In the STP logic, 'targeting' refers to: *[M3]*
a) dividing the audience into homogeneous groups
b) prioritising the segments worth focusing on
c) writing the post-event report
d) designing the visual identity

11. On the interest–influence matrix, which stakeholders should be managed most closely? *[M4]*
a) low interest and low influence
b) high influence but low interest
c) high interest and high influence
d) low influence but high interest

12. 'In-kind support' from a partner means a contribution in the form of: *[M4]*
a) money only
b) goods or services instead of money
c) an official endorsement only
d) a loan to be repaid after the event

13. The most important principle when approaching an institution for a partnership is to: *[M4]*
a) ask only for money, as early as possible
b) be able to state clearly what the partner will gain (a two-way value exchange)
c) avoid putting anything in writing
d) contact them only after the event

14. In the communication process, 'noise' refers to: *[M5]*
a) only literal sound at the venue
b) anything that distorts the message: unclear language, channel problems, distractions, preconceptions
c) the feedback given by the receiver
d) the price of the communication channel

15. 'Feedback' in communication is: *[M5]*
a) the first message sent by the organiser
b) the receiver's response that confirms the message was understood
c) a type of promotional poster
d) the event budget

16. Adapting the message per segment means: *[M5]*
a) changing the event's objectives for each group
b) keeping the wording identical on all channels
c) adjusting language, tone and emphasis while keeping the core message

d) communicating only by e-mail

17. 'Earned media' in promotion means: *[M6]*

a) advertisements you pay for

b) channels you fully own and control

c) coverage, shares and word of mouth that others give you

d) the total event budget

18. The 7 Ps services marketing mix adds which elements to the classic 4 Ps? *[M6]*

a) Promotion, Price, Place

b) People, Process, Physical evidence

c) Partners, Programme, Press

d) Planning, Profit, Publicity

19. A promotion calendar is useful mainly because it: *[M6]*

a) replaces the event programme

b) schedules promotional messages in phases (teaser, launch, reminder, last call)

c) is a legal requirement for events

d) removes the need for a visual identity

20. The Net Promoter Score (NPS) measures: *[M7]*

a) the total number of participants

b) participants' satisfaction and loyalty through their likelihood to recommend the event

c) the event's total cost

d) the number of social media posts published

Answer Key & Self-Check Grid

For trainer use and participant self-assessment. Award 1 point per correct answer. Total: 20 points.

Answer Key

Q	Correct answer	Q	Correct answer
1	**b)**	11	**c)**
2	**c)**	12	**b)**
3	**b)**	13	**b)**
4	**b)**	14	**b)**
5	**c)**	15	**b)**
6	**b)**	16	**c)**
7	**b)**	17	**c)**
8	**c)**	18	**b)**
9	**b)**	19	**b)**
10	**b)**	20	**b)**

Self-Check Grid by Module

This grid shows which questions cover each module, so participants can see where they need to review.

Module	Questions	Your score
Module 1 – Defining the problem/need	1, 2, 3	
Module 2 – Processes of generating ideas	4, 5, 6	
Module 3 – Publics segments involved	7, 8, 9, 10	
Module 4 – How to involve different institutions	11, 12, 13	
Module 5 – Communication with the public segments	14, 15, 16	
Module 6 – Promotion of the event	17, 18, 19	
Module 7 – Follow-up of the event	20	

Score Interpretation

Score	Interpretation
18–20	Excellent – the key concepts of all modules are well mastered.
15–17	Good – solid understanding; review the modules with incorrect answers.
12–14	Pass – the essentials are in place; revisit the weaker modules.
0–11	Below pass – review the course material and retake the self-assessment.

Note: this multiple-choice test is one component of the course evaluation (individual final test, 40%), alongside continuous assessment (20%) and the final group project presentation (40%).