

ifs School of Finance Student Investor Challenge 2010
National Final

Business Challenge

Time allowed: 60 minutes

Background

You are students at Monument School. The school has roughly 500 students aged between 14 and 19.

Over the years a school tradition has been established that every December a social fundraising event takes place to raise money for charity. The event is for the students themselves and is organised by a student committee whose members are drawn from across the school.

Last year's fundraiser was a great success. An evening event was held with entertainment and refreshments provided. The tickets were £20 each and 200 of the students attended generating £4,000 income. After costs, £2,000 was raised for the charity.

The school has a new Head Teacher who feels that £20 a ticket is too much and might exclude some of the students from attending. She has set an upper limit for this year's event (should it go ahead) at £10 per head.

Task

You are the organising committee for this year's event.

1. What kind of event are you proposing to arrange?

Some points you should include:

- A description of the event you plan to run.
- Your reasons for choosing this event.

[10 marks]

2. Making it happen

- a) Make a plan of everything you would need to do and by when to make the event a success.
- b) Consider any help you would need to make it happen.
- c) How would you measure if the event was a success?

[25 marks]

3. Setting a budget

- a) Make a list of everything you would need to know to draw up a budget (costs and income).
- b) Do you think you could make as much money as was made last year? Justify your answer.

[25 marks]

4. The risks

The Head Teacher is worried about the risks involved in running an event.

- a) What are the things that could go wrong with your event?
- b) What would you do to try to stop them from happening?
- c) What arrangements would you put in place to deal with them if they did happen?

[20 marks]

5. Promotion

- a) How would you promote the event to your fellow students in order to maximise attendance?
- b) Create an example of your promotional material.

[20 marks]