

Scenario for the Assignment

Setting the scene for assisting at The Little Theatre Company

You are helping the Manager of 'The Little Theatre Company' and he has given you tasks to complete.

The address, telephone number and email addresses for the theatre are:

The Little Theatre Company, Westwood Way, COVENTRY, CV8 8JQ

Telephone Number: 08081 570123

Email addresses:

manager@progress-media.co.uk – the Manager

office@progress-media.co.uk – for general enquires and front office staff

boxoffice@progress-media.co.uk – for ticket sales

membership@progress-media.co.uk – for membership enquiries

The theatre has trainees who come to work in the office for two or three hours every week. Their main role is to respond to enquiries, most of which are through email. Some of the trainees have little experience of using email in a business situation.

At present The Little Theatre Company's main method of advertising is through the use of posters placed in the local area. The Manager would like to consider using different advertising formats to try to reach a wider audience. The marketing department has found that 16 to 25 year olds are the least likely to attend performances and that the booking procedures are not seen as 'user-friendly' to this group.

The Manager has given you electronic files that contain the information you need to complete your tasks. Before you start you will need to familiarise yourself with the data contained in each of the following files:

- seatsales
- draftletter
- productions
- membership
- draftprod

During the assessment you will need to decide when and how to use this data appropriately to complete the tasks. As you work through the tasks you will create some new files of your own, these should also be used to complete tasks as necessary.

As you work through the tasks the Manager is happy for you to make your own choices when formatting your documents, but the formatting should be suitable for the target audience and used consistently within a document.

You have been given 6 tasks to do. To carry out the tasks successfully, you will need to:

- produce solutions that address the requirements of the tasks ensuring that the solution is suitable for the target audience
- extract data from a range of sources and present it in a user-friendly format
- calculate income and targets and model data

- clearly record and display your findings
- transfer data between applications
- produce integrated solutions incorporating a range of:
 - software applications
 - software features
 - automated actions
 - formatting techniques

You should ensure that all your files and folders have meaningful names and that you use appropriate version control where necessary.

(Note to Ofqual Reviewers - Files from OCR will be made available to centres via the OCR Website/Interchange for download by the centres. Full details will be available in time for first teaching. Centres will be required to give learners access to them and give them instructions as to how to access them.)

Read through all of the tasks carefully, so that you know what you will need to do to complete this assignment.

Your Tasks

Task 1 – Creating a file structure

Learning Outcome 1

Create a filing structure to store the files used in this assessment.

The structure you design should allow for easy access by other people and the files should be kept in a clear and logical manner.

When you have completed all the tasks you will need to zip your entire folder structure and email it to the Manager copying in your teacher.

Task 2 – Email and internet searches

Learning Outcome 1 and part of Learning Outcomes 3 and 4

The Manager thinks it would be a good idea to provide the trainees with some hints and tips about being efficient and effective when using the email system, sending emails and searching for information on the internet.

Produce a user guide on the use of email and internet searching.

Task 3 – Calculating predictions

Learning Outcome 2 and part of Learning Outcomes 1 and 4

- A. The Manager has provided some data on next month's production. The first performance will be on the first Monday of next month. Develop a solution to record:
- performance dates
 - income from current ticket sales
 - whether or not seat sales targets have been met
 - the evening performance with the lowest overall seat sales.
- B. Analyse the trend of seat sales, for Monday to Thursday evening performances only. Explain your findings.
- C. Assuming that all ticket sales will reach their target figures, use the data to find the maximum percentage discount (to the nearest whole number) that could be given without the income falling below the target figure.