

# Event Manager Certification Practice Test Questions and Answers

## 1. Why is venue accessibility important?

- A) Improves food quality
- B) Ensures all guests can attend and enjoy the event
- C) Increases vendor sales
- D) Reduces parking fees

## 2. Why is post-event marketing important?

- A) Increases vendor sales
- B) Maintains engagement, gathers feedback, and builds relationships
- C) Limits guest experience
- D) Reduces brand recognition

## 3. How does feedback impact event planning?

- A) Increases costs
- B) Helps improve future events
- C) Limits guest involvement
- D) Reduces ticket sales

## 4. What is the first step in event planning?

- A) Choose a venue
- B) Define the event's purpose and objectives
- C) Design invitations
- D) Select a date

**Answers: 1-B 2-B 3-B 4-B**

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