

MOCK Case Study
AST Profile

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Assignment

ASSIGNMENT

IMPORTANT NOTICE

This document presents a fictitious scenario. It has been produced solely for the purpose of this exercise. All references to existing countries, international organisations, private companies, departments and their representatives, etc. have been invented purely as examples. Any views expressed should not be taken to represent the opinions of those bodies or persons. When answering the questions, participants should therefore rely solely on the information presented in the exercise and not on any prior expertise in the field.

For this exercise, you will take on the role of Kim, a conference assistant in the Mobile Event Unit of the Directorate-General for Mobile Equipment and Stock Organisation, which is currently preparing for a high-level conference. All the necessary information is provided, which comprises a number of e-mails, reports and other documents that you will have to analyse in order to be able to deal properly with the assignment given to you. This is your first day in your new job.

It is important that you accept the scenario as it is presented. Although in real life you would have access to other sources of information and would be able to consult your colleagues, in this exercise you are limited to the information contained in the documents provided. You are, however, allowed to make logical assumptions where information is missing or incomplete.

Make sure your answer contains the reasoning behind your ideas and includes all the information on which you wish to be evaluated.

This case study is designed to assess the following competencies: Analysis & Problem Solving, Communicating (Drafting Skills), Delivering Quality & Results and Prioritising & Organising.

No previous knowledge is required to handle the assignment or answer the questions.

Your specific task(s) will be to:

- Draft a briefing note in which you outline (a) the factors that need to be taken into account when selecting equipment for this year's European Clean Water Conference (ECWC) and (b) your own recommendations for the types and amount of equipment that need to be transported to the venue.
- Create a presentation containing your concrete suggestion for how the conference room should be set up.
- List in order of priority the most important checks that need to be made during the limited time available on the morning of the conference.

In total, you have 90 minutes for this case study. Please answer as precisely as you can. Do not indicate your name and/or any other distinguishing marks as you may otherwise be excluded from this competition.

Please note:

Today is Wednesday, 12 June 201X

Last year was 201X-1, next year will be 201X+1

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Abbreviations

ABBREVIATIONS USED

CSU	Conference Security Unit
DG	Directorate-General
DG MESO	Directorate-General for Mobile Equipment and Stock Organisation
ECWC	European Clean Water Conference
EWQF	European Water Quality Foundation
EPU	Event Planning Unit
EU	European Union
HoU	Head of Unit
ISO ¹	International Organisation for Standardisation
MEU	Mobile Event Unit
RF	Radio Frequencies
SMU	Stock Management Unit

¹ISO standards are technical requirements used to ensure the safety and reliability of equipment.

Background

BACKGROUND INFORMATION

Directorate-General for Mobile Equipment and Stock Organisation (DG MESO)

The Commission's DG MESO acquires, manages, transports and installs all conference equipment. Within DG MESO, the Mobile Event Unit (MEU) is responsible for all mobile equipment at each event.

The European Clean Water Conference (ECWC)

On 14 November 201X, the MEU will provide support for the second annual ECWC, which DG Environment is again holding in the Claudius room of the Vesuvius building in Birgel, Ruritania¹. The ECWC is sponsored by the European Water Quality Foundation (EWQF). To protect the confidentiality of sensitive information, the event will be held 'in camera'², with the exception of a number of photographers who will be taking pictures of the presidency table. However, in accordance with the EU's transparency principle, all proceedings will be videoed, shown on a large screen for the convenience of participants and released to the public after editing. English will be the main conference language.

¹ An EU Member State.

² A legal term meaning 'in private', whereby the general public and press are not allowed to observe.


MOCK

Welcome



DG MESO

Email

From: Kimberly Harris, HoU MEU, DG MESO
To: Kim
Date: 12/06/201X
Subject: Welcome
Attachment:  Claudius_Room_Floor_Plan_201X-1.pdf

Dear Kim,

Welcome to our team!

As discussed last week, you will be replacing Jeff Turnwell, who has left our unit.

All DG MESO Heads of Unit (HoUs) are meeting next week to discuss this year's ECWC. To help us develop a clearer idea of requirements, I would like you to draft a briefing note in which you outline the factors to be taken into account when selecting equipment for this conference and your own recommendations for the types and amount of equipment that need to be transported to the venue.

Please note that we arrive in Birgel quite late the night before the conference and so will have little time to install the equipment. Therefore, I would like you to create a presentation containing your concrete suggestion for how the conference room should be set up.

Finally, the room will be accessible only from 8 a.m. on the morning of the conference, with the first event starting at 9 a.m. To help your team members, please list in order of priority the most important checks that need to be made during the limited time available on the morning of the conference.

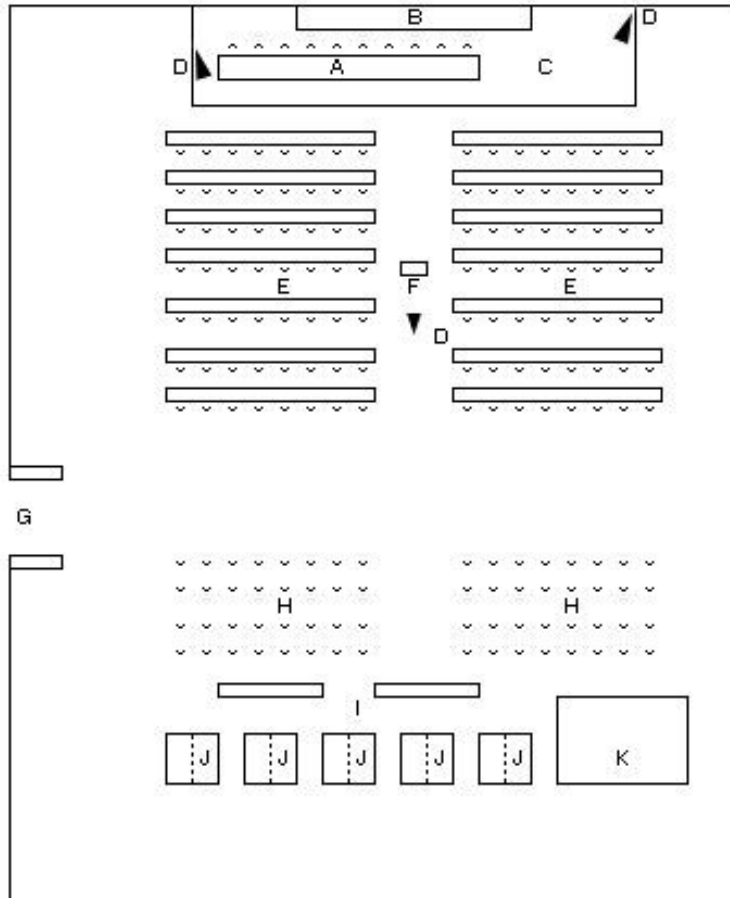
Attached is a floor plan of the Claudius room as it was set up last year; I have asked Rafael Martinez to send you the conference programme.

Good luck!

Kimberly

Floor plan

 **Claudius_Room_Floor_Plan_201X-1.pdf**



Legend:

- | | | |
|--------------------------|---------------------------------|----------------------|
| A: Presidency table* | B: Projection screen (REFLEX1)* | |
| C: Presentation area* | D: Camera* | E: Delegates' area |
| F: Projector | G: Entrance | H: Observers'** area |
| I: Interpreters' screens | J: Interpreters' booths*** | K: MEU support area |

There will be 10 presidency speakers, 140 delegates and 60 observers.

*The presidency table, the projection screen, the presentation area and 2 cameras are located on a podium.

**Stakeholders who do not need to speak.

***Interpretation booths with two posts (one interpreter per post).

Email 1



DG MESO

Email

From: Rafael Martinez, Assistant, EPU, DG MESO
To: Kim
Date: 12/06/201X
Subject: ECWC Programme

Dear Kim,

Please find below the programme for the upcoming ECWC.

**Second European Clean Water Conference, 14 November 201X
"The Future of Clean Water Management"**

- 9.00-10.30: Presentation¹: "Strategic Water Management"
Speaker: Daniella Courbara, Director-General of DG Environment
- 10.30-10.45: Coffee break
- 10.45-12.30: Debate²: "Water Innovation in Europe"
- 12.30-14.00: Lunch break
- 14.00-15.30: Presentation¹: "Hydro-resources Modelling"
Speaker: Martha Spiesse, HoU Water Industry
- 15.30-15.45: Coffee break
- 15.45-17.15: Debate²: "The Aquatic Nitrogen Cycle"
- 17.15-17.30: Closing speech¹

¹ Both presentations and the closing speech will be made in English and therefore do not require interpretation. The live image feed on the projection screen during these will be replaced by slides accompanying the presentations and speech.

² All presidency speakers and delegates will participate in these debates, during which 4 languages other than English will be spoken; therefore, 10 interpreters will be required.

Manual



MEU manual

- Always provide presidency speakers (if present) with personal table microphones.
- Delegates (if present) must be able to ask questions at any time during a conference.

[...]

- Never use different types of microphone for the same group of speakers, as doing so could create technical difficulties.
- All delegates' and observers' headsets should be checked to ensure that they are all picking up a clear signal from the interpreters' microphones.

[...]

- All technical equipment used during a conference must meet International Organisation for Standardisation (ISO) standards.
- The use of devices that connect via radio frequencies (RF) is prohibited for conferences held 'in camera'.
- Always provide back-up equipment. Even if only a small amount of certain types of equipment is needed, we have to bring at least one back-up item.

Email 2



Vesuvius
Technical
Unit

Email

From: Flavia Lorenzo, Assistant, Vesuvius Technical Unit
To: Jeff Turnwell, Event Assistant, MEU, DG MESO
Date: 05/05/201X
Subject: Claudius room preparation

Dear Jeff,

In preparation for the second ECWC, we will install:

- a presentation area on the podium to allow speakers to walk around while making their presentations (at DG Environment's request);
- a large projection screen for long-distance projection;
- cable gutters for the delegates (if your unit decides to provide them with cabled microphones);

We will also provide the following equipment (and the necessary back-up items):

- Interpreter booths.
- Specialised interpreter microphones.
- 2 high-quality flat-screen TVs for the interpreters. If time allows, these screens should be double-checked for any delay between video and audio feeds (takes 8 minutes per screen).
- Individual interpreter headsets.
- Infrared headsets with interpretation channels for each delegate.

Please note that building work is currently taking place in the room next to the Claudius room that was used last year for the coffee break. The Tiberius room can be used instead, however, it is located on the other side of the building (5-minute walk).

Furthermore, based on what I know about the Claudius room, it should take around 15 minutes to check the microphones on the presidency table and in the delegates' area and a similar amount of time to check the interpreters' microphones and headsets.

Finally, in addition to 300 chairs and 30 tables, we also have a limited number of arc-shaped meeting tables, lecterns, bulletin boards and standing tables available for the Claudius room. Please note that the passage running perpendicular to the entrance should be kept free of any equipment for safety reasons.

Regards,

Flavia

Meeting minutes



Meeting Minutes

ECWC 201X-1 Project Team

Date and time:	17/11/201X-1 09.30-11.45
Attendees:	Kimberly Harris, HoU MEU, DG MESO Fabien Chesnay, Communication Officer, DG Environment Aron Miesling, Security Adviser, CSU, DG MESO
Topic:	Review of the first ECWC

- Audiovisual performance
 - The final minutes of the conference could not be recorded because there was not enough disk space on the video recording device. This is unacceptable and could easily have been avoided by clearing enough recording space five minutes before the conference started.
 - The observers and delegates were satisfied with the projection quality of the noXu projector.
 - Considering how often they had to speak, it was far from ideal that the people at the presidency table had to share a microphone temporarily (because cables had been disconnected).
 - When checking the microphones, the event assistants noticed that one microphone for the presidency table and 3 microphones for the delegates were not working.
 - People at the presidency table were not happy with the table's rectangular shape as they could not see the other debaters.
 - The delegates did not mind temporarily sharing microphones with their neighbours because they rarely had to speak.
 - Delegates in the front row had a poor view of the projection screen because the presidency table was immediately in front of them. Perhaps next year the podium could be moved further back or the projection screen positioned higher up.
 - Photographers were unhappy with the oversized TREALOP microphones used for the presidency table and would have preferred the smaller and more elegant MisoMa ones.
 - Some speakers would have liked a lectern.
 - Observers mentioned that the presentation area last year was very basic and the conference room generally lacked atmosphere.
 - It took us around 10 minutes to check and calibrate the presidency headsets.


- Security
 - The Conference Security Unit (CSU) will carry out an 'in camera' sweep next year (this will take around five minutes but can be conducted only after all wireless equipment has been double-checked).

Email 3



DG MESO

Email

From: Anne Trivka, HoU, Stock Management Unit - SMU, DG MESO
To: Jeff Turnwell, Event Assistant, MEU, DG MESO
Date: 28/05/201X
Subject: Stock overview
Attachment:  Stock_overview.pdf

Dear Jeff,

Please find attached an overview of all the equipment we have in our stock.

Please note that (a) all equipment meets ISO standards and (b) both table and interpreter microphones are cabled, in accordance with 'in camera' guidelines.

We are looking at ways of upgrading our stock with more innovative equipment, but the budget available for this is limited; therefore, all new equipment must provide an appreciable return on investment.

Finally, for the upcoming ECWC, I think we could place panels displaying the EWQF's and DG Environment's logos next to the projection screen in order to decorate the presentation area.

Kind regards,

Anne

MOCK

Stock overview

 **Stock_overview.pdf**

Quantity	Description	Type	Unit Purchase Price (€)
115	Table microphone	MisoMa	475
95	Table microphone	TREALOP	390
45	Wireless microphone ¹	Zapster	920
3	Projector	VooneX	2 800
2	Projector	noXu	2 450

¹Infrared connection

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Email 4



DG ENVIRONMENT

Email

From: Max Freitag, Adviser, DG Environment
To: Jeff Turnwell, Event Assistant, MEU, DG MESO
Date: 08/04/201X
Subject: Requests for the ECWC

Dear Jeff,

DG Environment insists on using eco-friendly equipment during conferences, so we were happy to see TREALOP microphones feature so prominently in photographs of last year's presidency table, as these create a more eco-friendly image than MisoMa microphones, for example.

DiaD projectors are also eco-friendly, but Ms Spiesse has explicitly asked us not to use these as her laptop is not compatible with them.

Also, some of our delegates have asked not to be provided with wireless headset microphones, as they find them uncomfortable to wear.

Last year, some delegates said that they had found it difficult to locate the Claudius room in the Vesuvius building and that the entrance was not particularly welcoming. The EWQF was disappointed that there were no visual signs of their sponsorship in the conference room and, as a result, in conference footage.

Since the conference is about the environment, it might be a good idea to make the conference room appear "greener" by adding some plants.

Thank you,

Max

Memo



DG MESO

Conference Guidelines

03/02/201X

In light of some difficulties experienced during recent EU-organised conferences, DG MESO wishes to stress the following guidelines:

- The timing of the programme is strict and cannot be altered.
- Always remember to double-check each microphone and headset in the conference room.
- Always check the interpreters' microphones and headsets before they personalise their settings.
- Make sure that the audience has a good view of the speakers and debaters; the presentation area and presidency table must be on a podium.
- Always check the presidency table headsets before checking any other headsets in the room and, while doing so, set the interpretation channel to the language of the president.

N.B. Last year there were some complaints that the ECWC conference footage was rather dull, partly because speakers were filmed from just one angle.

Web page 1

www.audiovisual-innovationworld.com/products

INNOVATION Services Home Products Contact

Showing 1-3 of 12

DiaD 1 unit: €3 300
2 units: €6 000

This eco-friendly cabled projector produces high-quality images on all screen types and should last a long time!

ISO
QUALITY
eco

HoPpler 1 unit: €700
6 units: €4 000

Delivering high-quality sound while cancelling out all ambient noise, this microphone and headset connect instantly via RF!

ISO
QUALITY
eco

Novaly 1 unit: €540
7 units: €3 500

This cabled microphone (often referred to as the MisoMa 2.0) comes close to the MisoMa in terms of quality and design but consumes less than half the power, produces no self-noise and lasts forever!

ISO
QUALITY
eco

Report



DG INTERPRETATION

Interpretation Precision

07/09/201X-1

As the EU attaches great importance to interpretation, DG Interpretation, in cooperation with Reichbach University, recently conducted a scientific study of interpretation precision. The results show that interpretation precision declines significantly whenever interpreters have to deal with low-quality sound and video or when there is a lot of ambient noise and self-noise¹.

Specifically, the study concluded that whereas MisoMa microphones always produce the best sound quality, they do not filter out ambient noise very well. To achieve optimum ambient noise reduction, the report recommends using TREALOP microphones, but adds that the sound quality of these microphones diminishes with extensive use. Regarding wireless microphones, the report concludes that the HoPPler offers the best sound quality. Finally, the results indicate that the VooneX projector produces the best image quality, on all types of screen and over any distance.

¹ Noise produced by the equipment itself.

Web page 2



Email 5



DG INTERPRETATION

Email

From: Brigida Olszewska, Senior Interpreter, DG Interpretation
To: Jeff Turnwell, Event Assistant, MEU, DG MESO
Date: 21/03/201X
Subject: Interpretation improvements

Dear Jeff,

To improve the quality of interpretation this year, we would insist on the following:

- use MisoMa microphones for the presidency table (for better sound quality);
- do not use Zapster microphones, as many interpreters dislike their acoustic properties;
- reduce ambient noise from the delegates' area.

Our 10 interpreters intend to enter the room at 8:30 to personalise the settings on their equipment before the conference begins; however, before they can do so, the presidency and delegate microphones need to be working properly.

Finally, I should add that last year, the MEU support area stood out a little which did not improve the feel of the room.

Thank you,

Brigida

Discussion forum

**AudioVisual
EXPERTS
FORUM**

DISCUSSION FORUM**Subject: The best mobile audiovisual equipment**

I want to buy new microphones and a new projector; does anybody have any concrete recommendations?

Posted by JFC on 04/01/201X

I know that mobile equipment can provide a decent return on investment if it lasts for a long time.

Posted by Mobilian on 07/01/201X

I would never recommend MisoMa microphones, given their extremely short lifespan. Furthermore, they produce a lot of self-noise.

Posted by AudioMan on 09/01/201X

Pick TREALOP microphones: mobile technicians love them because they last a lifetime. They should make a smaller version though...

Posted by MarcusTech on 13/01/201X

While I do agree with MarcusTech, I would advise you to use a wireless type if you need a lot of microphones; after all, they are smaller and lighter and you won't have the hassle of dealing with cables!

Posted by Soundguru on 21/01/201X

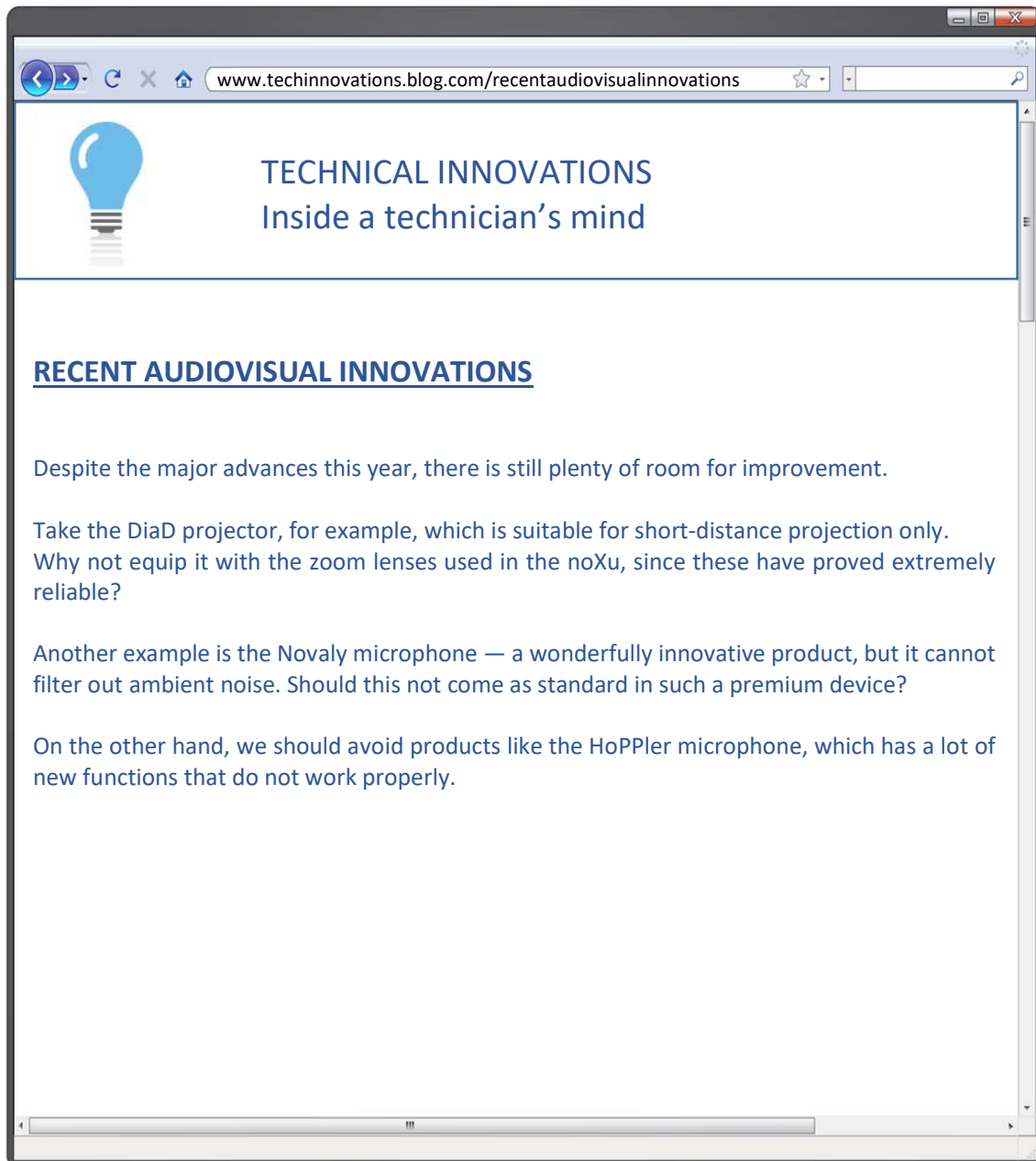
I'd go one step further and use wireless microphones equipped with headsets to cut transportation costs even more!

Posted by MetalMike on 02/02/201X

Regarding projectors, I would recommend a VooneX! It always produces high-quality images and connects easily with multiple devices through RF, which is extremely handy.

Posted by Visionary on 07/02/201X

Blog



Email 6



DG MESO

Email

From: Carlos Remunas, Senior Event Assistant, MEU, DG MESO
To: Kim
Date: 03/06/201X
Subject: Advice for ECWC 201X

Dear Kim,

I would like to give you some advice for the upcoming ECWC.

First of all, while the noXu models that we have in stock meet 'in camera' requirements, they require a lot of maintenance and combine well only with a REFLEX1 screen. Furthermore, they are susceptible to overheating if used for more than three hours without a 10-minute cooling-down period.

Secondly, my preferred wireless microphone is the Zapster because it meets 'in camera' requirements and produces acceptable sound quality. Its only drawback is that it is not great at blocking out ambient noise.

Thirdly, I have heard great things about Novaly microphones and would really like to add them to our stock. However, I have no personal experience of using them and so I would need some time to familiarise myself with this product.

Next, the projection screen cannot be moved higher as last year it was already at its maximum height. Since this will not improve the view of the delegates in the front row, I would suggest leaving more space between the front row and the podium. I also think there might be enough free space next to the door in the Claudius room to arrange some tables for coffee and biscuits. That way, participants will not lose time during the coffee break moving from one side of the building to the other.

Furthermore, we cannot bring a duplicate of each equipment item as we cannot transport that much equipment.

Finally, I would advise you to first check the microphones on the presidency table and in the delegates' area on the morning of the conference, as no other checks (of the interpreters' equipment, for example) can be made until this has been completed. Please also remember to check the delegates' and the observers' headsets, which takes only 15 minutes.

Good luck!

Carlos