EVENT & PROJECT PLANNING MANAGEMENT
Course Syllabus

Course Number: HOST-0093
OCAS Code: 8221
Course Length: 120 Hours
Career Cluster: Hospitality & Tourism
Career Pathway: Travel & Tourism
Career Major(s): Destination Meetings and Event Management Assistant

Pre-requisite(s): The student will be introduced to event and entertainment terminology and will be able to identify the objectives, purpose and feasibility of an event. Developing a budget, realizing the impact of laws and regulations, and identifying risk associated with events will be included. The student will be able to work with designated dates of events, selective times and places, and themes to meet the customers’ needs.

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Textbooks: Event Management for Tourism, Cultural, Business and Sporting Events; Lynn Van der Wagen and Brenda R. Carlos, Pearson Education, Inc. (2005)

Course Objectives: A. Identify Characteristics of an Event.
1. Describe events according to size and type.
2. Discuss relationships between event managers and other stakeholders.
3. Discuss ethical issues relevant to event management.

B. Establish the Purpose of an Event.
1. Develop a theme and décor that is consistent with the purpose.
2. Analyze the needs of the event audience.
3. Review financial and other resources.
4. Identify an appropriate venue to suit the purpose of an event.
5. Establish the timing and duration of an event.
6. Review the logistical requirements of an event.

C. Discuss the Feasibility of Event Concepts.
1. Analyze the factors that contribute to feasibility.
2. Look at infrastructure and other event requirements that have an impact on feasibility.
3. Look at a range of risk factors that could have an impact on feasibility.
4. Identify ways in which risk can be minimized.

D. Explain the Laws and Regulations That May Impact Event Planning.
1. Identify the bodies from who approval is required or support is needed, to stage a particular event.
2. Explain the legal compliance requirements of an event.
3. Identify insurance premiums and fees that need to be paid.
4. Describe the contracts required between event organizers and other parties, including subcontractors.
E. **Describe the Features of Event Marketing, Including Intangibility, Variability, Inseparability, and Perishability.**
   1. Establish the features of an event product.
   2. Understand market segmentation.
   3. Analyze consumer decision-making processes.
   4. Establish ticketing programs where required.
   5. Promote and publicize an event.
   6. Evaluate the marketing effort.
   7. Apply creative thinking to event marketing.

F. **Develop an Event Budget.**
   1. Understand and expenditures.
   2. Identify the breakeven in order to make pricing decisions.
   3. Review and manage cash flow.
   4. Produce a simple profit and loss account.
   5. Develop control systems for managing finances within budget.

G. **Identify the Risks Associated with an Event.**
   1. Assess the risks and prioritize the risks.
   2. Manage the risks by prevention or contingency planning.
   3. Develop a risk management plan.

H. **Identify the Purpose and Objectives of an Event.**
   1. Develop an event proposal or outline.
   2. Identify the team and the stakeholders involved staging an event.
   3. Plan the location and layout of an event using maps/illustrations.
   4. Use charts and run sheets to develop timelines.
   5. Develop management control systems, such as checklists.

I. **Explain the Concepts of Protocol.**
   1. Identify protocol associated with a range of events.
   2. Identify sources of information regarding event protocol.
   3. Avoid a breach of protocol.
   4. Use national symbols correctly.

J. **Evaluate the Event Site to Assess the Suitability.**
   1. Select a theme and plan the décor.
   2. Plan all staging elements, including lighting and sound.
   3. Plan all event services, such as catering.
   4. Understand the roles of staging subcontractors.

K. **Develop an Event Organization Chart.**
   1. Write job descriptions and specifications.
   2. Conduct recruitment and selection.
   3. Plan induction and training.
   4. Manage volunteers.
   5. Plan recognition strategies.
   6. Prepare staffing policies.
   7. Manage industrial relations and occupational health and safety.

L. **Plan the Logistics of an Event.**
   1. Plan setup and teardown procedures.
   2. Develop policies and procedures for the smooth operation of an event.
   3. Clarify the roles of the various areas during the operation of an event.
4. Motivate staff to effectively follow through the event.

M. Identify Situations in Which Police or Security Staff are Required.¹
   1. Comply with laws, regulations and standards relating to occupational health
      and safety.
   2. Develop procedures to meet safety standards.
   3. Train staff to prevent risks to health and safety
   4. Use systems that limit safety risks.
   5. Establish a system of communications for reporting incidents and
      emergencies.

N. Identify the Types of Crowd Management Problems and Situations.¹
   1. Develop crowd management and crowd control systems and procedures.
   2. Identify the types of occurrences that may require evacuation.
   3. Develop procedures for evacuation.

O. Conduct Post-Event Evaluation.¹
   1. Provide a written analysis of an event.

P. Understand Future Trends of the Event Planning Industry.¹

Q. Demonstrate Problem-Solving Skills in Various Situations.¹
   1. Analyze case studies related to event and entertainment planning and develop
      effective solutions to the issues and concerns presented.

R. Use Word Processing Functions.
   1. Format various business documents.
   2. Use mail merges.
   3. Create main document.
   4. Create data source.
   5. Sort records to be merged.
   6. Use table functions.
   7. Create and format tables.
   8. Add borders and shading to tables.
   9. Revise and modify tables.

S. Use Spreadsheet Functions.
   1. Use software to enter, calculate, display data, and interpret results
   2. Create a spreadsheet based report.
   3. Create of a simple spreadsheet using functions: SUM, MIN, MAX, and
      AVERAGE.
   4. Create a budget.
   5. Keep track of an investment or savings account.
   6. Use a spreadsheet to compute a payroll and an amortization chart.
   7. Create a graph that represents data in a variety of settings.

T. Plan and Design Databases.
   1. Design and develop a database to document and organize client information.
   2. Create, design and name database table and query.
   3. Build and modify forms.
   4. View and organize information.
   5. Build and modify tables.
   6. Produce reports.
U. Create an Electronic Presentation.
   1. Identify and utilize elements of a good presentation.
   2. Create and deliver presentations.
   3. Create an organizational chart.
   4. Insert and modify graphs, images and objects.
   5. Import word processed files, spreadsheets, images, audio and videos.
   6. View and manage slides.
   7. Create speaker notes and printable handouts.
   8. Prepare presentations for remote delivery.

V. Use Electronic Mail.
   1. Identify how electronic mail works.
   2. Identify how to use an electronic mail application.
   3. Identify the appropriate use of e-mail and e-mail related "netiquette”.
   4. Send and receive e-mail messages.
   5. Reply and forward messages.
   6. Use electronic address book for names, addresses, and phone numbers.
   7. Use a "To-Do" list for personal and business tasks.

W. Use the Internet.
   1. Identify different types of information sources on the Internet.
   2. Connect to the Internet.
   3. Use a Web browsing application.
   4. Use appropriate search strategies to obtain legitimate results.
   5. Display specific web pages.
   6. Add a web page to Favorites.

X. Use Desktop Publishing Software.
   1. Use templates to create various documents.
   2. Create a flyer.
   3. Create a certificate.
   4. Create a brochure.
   5. Create a program.
   6. Create a newsletter.
   7. Create a menu.
   8. Create business cards.
   9. Save documents as PDF.

1ODCTE objective
All unmarked objectives TTC instructor developed.

Teaching Methods: The class will primarily be taught by the lecture and demonstration method and supported by various media materials to address various learning styles. There will be question and answer sessions over material covered in lecture and media presentations. Supervised lab time is provided for students to complete required projects.

Grading Procedures: 1. Students are graded on theory and shop practice and performance.
2. Each course must be passed with seventy percent (70%) or better.
3. Grading scale: A=90-100%, B=80-89%, C=70-79%, D=60-69%, F=50-59%. 
**Description of Classroom, Laboratories, and Equipment:**

Tulsa Technology Center campuses are owned and operated by Tulsa Technology Center School District No. 18. All programs provide students the opportunity to work with professionally certified instructors in modern, well-equipped facilities.

**Available Certifications/College Credit:**

The student may be eligible to take state, national or industry exam after completion of the program. College credit may be issued from Oklahoma State University-Okmulgee or Tulsa Community College. See program counselor for additional information.

**College Credit Eligibility:**

The student must maintain a grade point average of 2.0 or better.