



School of Business and Creative Design

Hospitality & Tourism Department

Course Outline – Winter 2014

Course Code: HAT 4084

Course Title: Event Planning and Management

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Revised By: Justine Taylor *Date:* Winter 2014

Approved By: Yvonne Clarke, Associate Dean

Prerequisite: HAT 1073, HAT2093

Corequisite: HAT 3084, HAT 2054

Prerequisite for: None

1. Course Description

The field of special events planning is a growing sector within the hospitality and tourism industry. This practical course will introduce the student to the unique components and concepts of coordinating special events. Fundraising, volunteer management, event sponsorship, logistics, financial control, and committee management will be examined. Various computer applications will be applied to create estimates, proposals, marketing and promotional pieces and formal presentations.

2. General Education and Essential Employability Skills

This course provides the following provincial Essential Employability Skills:

- #1: Communication
- #2: Numeracy
- #3: Critical Thinking and Problem Solving
- #4: Information Management
- #5: Interpersonal
- #6: Personal

Is this course approved as a General Education course?

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No

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Yes

Students should refer to their program's restricted General Education courses for final determination.

3. Learning Outcomes

Upon successful completion of this course, the learner will be able to:

1. Explain the anatomy of a successful special event
2. Exhibit skills, knowledge, and attitude requirements for event professionals
3. Participate in the development, coordination and assessment of a special event, meeting required criteria
4. Use technology to develop, monitor and execute a special event
5. Demonstrate an ability to perform as a productive team member through active participation in the event planning process

4. Course Objectives

*Learning Outcome
Reference Number*

Unit 1	Click here to enter Unit Heading.	
1.1	Define the term <i>special event</i> .	[1,2]
1.2	Discuss the anatomy of an event	[1,2]
1.3	Cite examples of successful events explaining the criteria for determining success	[1,2]
1.4	Identify the economic and social impact of producing an event	[1,2]
1.5	Discuss the importance of research as it applies to designing, planning, coordinating, and evaluating an event.	[1,2]
1.6	Explain the creative requirements involved in planning and producing an event	[1]
1.7	Define ancillary programs citing examples	[1,2]
1.8	Discuss various room set-ups for a variety of functions	[1,2]
Unit 2	Click here to enter Unit Heading.	
2.1	Identify knowledge, skills and attitudes critical to the event planner	[2,5]
2.2	Review various event management career opportunities.	[2,5]
2.3	Outline a selection process for quality leadership and strong team membership	[2,5]
Unit 3	Click here to enter Unit Heading.	
3.1	Explain the process for determining participant expectations	[2,3]
3.2	Create a concept and design that will satisfy stakeholders	[2,3]
3.3	Draft a proposal for producing an event	[1,2,3]
3.4	Discuss the value of a marketing program	[1,2,3]
3.5	Identify food and beverage needs for an event including nutritional needs, service styles and schedules	[1,2,3]
3.6	Plan a menu for a special event	[1,2,3]
3.7	Develop a program for entertainment and activity	[1,2,3]

3.8	Outline the components of a risk management program	[1,2,3]
3.9	Analyze the interdependence of all elements of event planning	[1,2,3,4,5]
3.10	Create a sponsorship plan for a special event	[1,2,3,4,5]
3.11	Design an advertisement for a special event	[1,2,3,4,5]
3.12	Prepare a news release	[1,2,3,4,5]
3.13	Differentiate between the supervision of employees and volunteers.	[1,2,3,5]
3.14	Analyze the needs and resources for event production	[1,2,3,4,5]
3.15	Suggest specific strategies for recruitment and placement of support staff and volunteers.	[1,2,3,4,5]
3.16	Design a training program for staff and volunteers.	[1,2,3,4,5]
3.17	Outline volunteer and sponsor appreciation programs	[1,2,3,4,5]
3.18	Write a mission statement and objectives for the event.	[1,2,3,5]
3.19	Select and execute the appropriate components of event.	[1,2,3,4,5]
3.20	Develop a timeline for an event.	[1,2,3,4,5]
3.21	Develop a marketing and sponsorship plan for the event.	[1,2,3,4,5]
3.22	Prepare a media release	[1,2,3,4,5]
3.23	Prepare a safe, secure environment for the event using ethical business practices	[1,2,3,4,5]
3.24	Complete an evaluation of the special event planning process and execution.	[1,2,3,4,5]
3.25	Create a spreadsheet template to track event planning progress	[1,2,3,4,5]
3.26	Design a letter to be sent to businesses requesting sponsorship and donations	[1,2,3,4,5]
3.27	Draft a letter of thanks to volunteers, sponsors and supporters	[1,2,3,4,5]
3.28	Create a spreadsheet template to be used for recording, monitoring and calculating of financial data	[1,2,3,4,5]
3.29	Create meeting agenda and minutes forms and complete as required	[1,2,3,4,5]

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|------|---|---------|
| 3.30 | Describe the use of computer databases in special events planning | [2,3,4] |
| 3.31 | Outline how technology assists in the successful development and execution of a special event | [4] |

5. Resources and Supplies

a. Required

Rutherford Silvers, Julia. Professional Event Coordination. Wiley. 2012 (Required)

The following web site will provide information for the purpose of class discussions and assignments.

<http://www.charityvillage.com/cv/main.asp> (June 20, 2006)

A variety of readings will be introduced for the purpose of assignments and discussions

b. Supplemental

Goldblatt, Joe Jeff, Best practices in modern event management, Van Nostrand Reinhold. 1997

Wigger, G. Eugene, Themes, dreams and schemes.

If the student has limited skills using Microsoft Word, Publisher, Excel & PowerPoint, it is recommended that supplemental materials and/ or tutoring be accessed.

6. Methodology

Teaching methods will include lectures, videos, class discussions, group work and independent learning. Visiting speakers and site inspections may be used as a means of sharing information. A major practical component will be developed and executed by the students to reinforce the learning process. Active participation and cooperation is vital to the student's success.

7. Student Evaluation

The following elements will determine the student's final grade:

Tests 1	15%
Tests 2	15%
Weekly Discussion Post	20%
Self-Assessment, Reflection	15%
Peer/Supervisor Assessment	15%
Event Plan	20%
TOTAL	100%

All tests must be written and all assignments must be submitted to the instructor's satisfaction in order to receive a passing grade. If the student is not present for a quiz, the result will be recorded as a zero. The instructor may make an exception and allow the test to be written at a time other than the scheduled time provided that:

- A medical certificate is presented as proof of the student's inability to be present at the scheduled time
- The instructor has agreed in ADVANCE that there is justification for the student not being present at the scheduled time

Due Dates and Late Submissions

The student is expected to complete all assignments on time. All assignments are to be submitted during scheduled class time on the due date or as per faculty instruction. Late submissions will be penalized at 10% per day.

The round off mathematical principle will be used. Percentages are converted to letter grades and grade points as follows:

Mark (%)	Grade	Grade	Mark	Grade	Grade
94-100	A+	4.0	67-69	C+	2.3
87-93	A	3.7	63-66	C	2.0
80-86	A-	3.5	60-62	C-	1.7
77-79	B+	3.2	50-59	D	1.0
73-76	B	3.0	0-49	F	0.0
70-72	B-	2.7			

8. Related Items

Students with Disabilities

If you are a student with a disability please identify your needs to the professor and/or the Accessibility Centre so that support services can be arranged for you. You can do this by making an appointment at the Accessibility Centre, Room L103 ext.3427 or by arranging a personal interview with the professor to discuss your needs.

Student Rights and Responsibility Policy

Acceptable behaviour in class is established by the instructor and is expected by all students. Any form of harassment or violence will not be tolerated. Action will be taken as outlined in Lambton College policy.

Cheating and plagiarism are serious academic offences subject to disciplinary action. It is the student's responsibility to be aware of the cheating policy as described in the Lambton College Student Rights and Responsibilities policy. For further information on all of these policies, links may be found on the Lambton College website.

Prior Learning Assessment Statement

This course is eligible for Prior Learning Assessment

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Yes

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No

If yes has been selected, you may choose to contact the Counselling Department for advice on Prior Learning Assessment.

Date of Withdrawal without Academic Penalty

Please consult the Academic Regulations and Registrar's published dates.

Waiver of Responsibility

Every attempt has been made to ensure the accuracy of this information as of the date of publication. The content may be modified, without notice, as deemed appropriate by the College.

Note: It is the student's responsibility to retain course outlines for possible future use to support applications for transfer of credit to other educational institutions.