

COURSE OUTLINE **Event Planning II**

Course Description: HM216. Event Planning II. 3 hours credit. Prerequisite: HM116. This course will enable the student to review the previously planned special event plan and administer the event. Areas emphasized include executing the basic principles and design of the event plan, reviewing and executing an effective event, follow-up and selling the sponsorships of an event, executing the marketing plan for the event, developing and managing the volunteers for the scheduled event developing communication and teaming skills while working with volunteers, customers, sponsors and classmates, working with food vendors, and documenting and evaluating events. The student will gain an advanced understanding of the role of an event planner and develop leadership skills that are needed to control, manage and improve events in the hospitality business.

Course Relevance: The principles learned in this course will allow the student to implement a major planned event. The process of reviewing the established plan and executing the plan will provide a basic understanding of project management that can be applied to any job or task. The principles of evaluation of the events success and challenges will be documented and used as “lessons learned” for the execution of further events.

Required Materials:

Textbook: Wiersma, E. A. CSEP; Strolberg, K. E., (2003). *Exceptional events: Concept to completion*. (2nd ed.) Weimar, TX: CHIPS Books.

Learning Outcomes:

The intent is for the student to be able to:

1. Identify the process involved in reviewing the plans for a hospitality event
2. Demonstrate how to assign tasks to the event committees for staging an event
3. Execute the special event plan
4. Evaluate the special event and make a Strength, Weaknesses, Opportunities and Threats (SWOT) analysis of the event

Primary Learning PACT Skills that will be DEVELOPED and/or documented in this course:

Through the student involvement in this course, he/she will develop his/her ability in the following primary PACT skill areas:

1. Critical Thinking
 - The student will appraise the concepts of event planning as it relates to the idea stage through the execution of a special event.

2. Coping with Change
 - Through the execution of a special event, the student will respond to the effects of event planning needs based on market changes and unforeseen execution changes.
3. Teamwork
 - Through a variety of committee and classroom activities, the student will respond to the dynamics of group interaction, as well as the impact of individual behavior on groups.
4. Field Related Technology
 - Through the planning of a special event, the student will demonstrate skills in Microsoft Project software as a tool for documenting the activities and details needed to plan an event.

Secondary Skills (developed but not documented)

Self-concept
 Time management
 Leadership
 Problem solving
 Reading
 Writing
 Listening
 Computer literacy
 Speaking

Major Summative Assessment Task(s):

These learning outcomes and the primary Learning PACT skills will be demonstrated by:

1. Preparation of a Microsoft Project plan for the scheduled event being executed by the Event Planning Class; Present, analyze and critically appraise the steps necessary for the successful implementation of the event
2. Preparation of a detailed written analysis of the results of the execution phase of the special event for the semester

Course Content:

- I. Themes – Key recurring concepts that run throughout the course:
 - A. Goal setting and measurements of success
 - B. Event ideas
 - C. Event management
 - D. Event sponsorships
 - E. Recruitment of employees and volunteers
- II. Issues – Key issues that will be addressed in this course: areas of conflict that must be understood in order to achieve the intended outcome:
 - A. Correctly evaluating and identifying the needs of the event being planned
 - B. Communication skills to achieve the best outcome for the event
 - C. Identifying the differences in work culture within the workforce and volunteers

- D. Effective training for satisfactory execution of the event
- III. Concepts – Key concepts that must be understood to address the issues:
 - A. Goals and strategy of the event
 - B. Understanding of tactics needed to meet goals
 - C. Efficient methods of retrieving the pertinent information to make the event run legally and efficiently
- IV. Skills / Competencies – Actions that are essential to achieve the course outcomes:
 - A. Application of concepts in event planning
 - B. Analytical thinking of the plan execution process
 - C. Computer Literacy in Microsoft Project

Learning Units:

- I. The World of Events
 - A. Definition
 - B. Overview of opportunities
- II. Basics of Event Planning
 - A. Setting goals and measurements of success
 - B. Event strategy plan
- III. The Creative Process
 - A. Brainstorming
 - B. Adding the “WOW” factor
 - C. Idea development
 - D. Going beyond the conventional
 - E. Organizing the possibilities
- IV. The Planning Process
 - A. Systemizing
 - B. Sponsorships
 - C. Marketing and PR component
 - D. Team and volunteer management
- V. Implementation
 - A. Organizing your team/committee
 - B. On-site implementation
 - C. Crowd movement and traffic flow
 - D. Working with food vendors
- VI. Event Documentation and Evaluation

Learning Activities:

Independent and collaborative learning activities will be assigned within and outside the classroom to assist the student to achieve the intended learning outcomes. Learning activities will be geared toward practices and analysis of managerial situations to

understand the principles of management in the hospitality industry. Field trips and guest speakers will allow the student to know what is required of managerial jobs in the hospitality industry. Use of computers, written assignments, examinations and oral presentations will be the medium by which those skills are expressed.

Grade Determination:

The student will be graded on satisfactory completion of assessment tasks (learning activities), attendance, adequate participation (discussion) and the projects assigned.