Course Syllabus

Event Management

Course Description:

The purpose of this course is to enable the students to acquire a general knowledge about the "event management" and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events with a special focus on case studies of the events in P.R. China in recently years.

Expected Student Outcomes:

1. To acquire an understanding of the role and purpose(s) of special events in the organizations.
2. To acquire an understanding of the techniques and strategies required to plan successful special events.
3. To acquire the knowledge and competencies required to promote, implement and conduct special events.
4. To acquire the knowledge and competencies required to assess the quality and success of special events.

Course Requirements

This course requires students to complete the following:

Participation: 10%
Presentation: 40%
Short Analytical Paper: 20%
Exam: 30%

About classroom participation: While the grade cannot be based on attendance per se, students should plan to be in class and ready to discuss the readings/lectures. Students will be divided into small discussion groups at the beginning of the term, and topics for presentation will be assigned to each of group members.

About in-class presentation: Each student will conduct a 30-minute PPT presentation (the list for signup will be passed out on the first week) and also provide the questions for a 15-minute discussion on the topic provided. The presentation should be informative on the topic, and creativity is more than welcomed. Students must send their PPT to the course instructor for evaluation after the presentation, and use a minimum of 3 academic sources (students may use Wikipedia and other online sources as well, but they do not count toward the 3 academic sources). Please include the bibliographic references at the end of PPT presentation.

About Short Analytical Paper: The length of the paper is about 3 to 4 pages. Students are required to make connections between the book knowledge and the real practice.
Exams: There will be a written exam held when the course finishes.

Policy on late assignments and missed exam: It will be marked down by 0.1 each day for a late turning in an assignment without making prior arrangements. It will be marked zero for a missed exam.

CLASS SCHEDULE

Lecture 1: Principles of project/Event Management: From concept to reality
Understanding project management - resources - activities - risk management - delegation - project selection - role of the Event Manager.

Lecture 2: Preparing a proposal
Conducting market research - establishing viability - capacities - costs and facilities - plans - timescales - contracts.
Clarity - SWOT analysis - estimating attendance - media coverage - advertising - budget - special considerations - evaluating success.

Lecture 3: Crisis Management plan
Crisis planning - prevention - preparation - provision - action phase - handling negative publicity - structuring the plan.

Lecture 4: Seeking sponsors
Different types of sponsorship - definition - objectives - target market - budget - strategic development - implementation - evaluation.

Lecture 5: Organizing the event
Purpose - venue - timing - guest list - invitations - food & drink - room dressing - equipment - guest of honor - speakers - media - photographers - podium - exhibition.

Lecture 6: Marketing tools
Types of advertising - merchandising - give aways - competitions - promotions - website and text messaging.

Lecture 7: Media tools
Media invitations - photo-calls - press releases - TV opportunities - radio interviews.

Lecture 8: Promotional tools
Flyers - posters - invitations - website - newsletters - ezone - blogs - tweets.

Lecture 9: Evaluation
Budget - cost of event - return on investment - media coverage - attendance - feedback.

Lecture 10: Revision& final exam

Class contact hours:

This class meets for 40 plus hours over the 11 week semester, with about 4 hours of class each week for ten weeks and one exam week. This course is equivalent to a 3 credit course at the College of Staten Island.