

GEORGE MASON UNIVERSITY  
School of Recreation, Health, and Tourism

TOUR 220: Introduction to Events Management (3)  
Spring 2016

DAY/TIME:	W 7:20-10:00pm	LOCATION:	Student Involvement, The Hub Rm. 2300
INSTRUCTOR:	Lauren Long	EMAIL ADDRESS:	<a href="mailto:llong3@gmu.edu">llong3@gmu.edu</a>
OFFICE HOURS:	By appointment	PHONE NUMBER:	703.993.9176
		FAX NUMBER:	703.993.4566

PREREQUISITES:  
None

#### COURSE DESCRIPTION

Explores principles and practices of managing medium- and large scale events including festivals, conventions, concerts, shows, sporting events, and ceremonies. Emphasizes organization, site preparation, communications, personnel, and security as well as evaluation and innovation.

#### COURSE OBJECTIVES

At the completion of this course, you should be able to:

- 1) describe the scope and evolution of events management
- 2) recognize and apply relevant theories to the event management process
- 3) create promotional materials for events
- 4) understand event sponsorship
- 5) set up and analyze a budget and determine pricing for events
- 6) understand and apply appropriate qualitative and quantitative evaluation of events
- 7) effectively apply risk management practices
- 8) understand the role and management of event volunteers
- 9) describe and pinpoint event impacts
- 10) effectively work with clients in the provision of event management services

#### COURSE POSTINGS

Our class will be part of a program that uses Blackboard LMS, called **Bb Learn 9.1 (Bb 9.1)** where you will be able to obtain course postings. **Please check Bb before each class.**

#### COURSE OVERVIEW

1. **Attendance** – Regular attendance is essential to your success in TOUR 220. Be sure to let your instructor know, after class, if you came in late so that you will not be counted as absent. If you are going to be absent, please email instructor ahead of time in order to be considered for an excused absence.
2. **Homework/In-class Assignments** – Throughout the semester, you will regularly have homework and in-class assignments. In addition to your textbook, you may be assigned additional material to read. No homework or in-class assignment will be accepted late; no homework or in-class assignment can be made up unless approved in advance by the instructor. If you are absent from class, it is your responsibility to find out what homework was assigned.

3. **Event Team Project Assignments** – Each student will be working in small groups of 3-5 students to complete a major event project and a final presentation. Any team assignment that is handed in late will receive half credit.
4. **Peer Evaluations** – You will complete peer evaluations pertaining to the event project. Any team member who receives consistently low peer evaluations may lose up to 100 points (no credit) on the final project and final project presentation. Your instructor will determine deduction amounts, if any, based on the team feedback.
5. **Instructor Arrival Policy** – If your instructor is not in the classroom at 7:20 p.m., please wait 20 minutes before leaving.
6. **Midterm and Final Exams** – The midterm and final exams must be completed on the scheduled dates.

#### NATURE OF COURSE DELIVERY

Face to face

#### REQUIRED READINGS

Silvers, Julia Rutherford (2012) Professional Event Coordination, 2<sup>nd</sup> Edition, Hoboken, New Jersey: John Wiley & Sons, Inc.

#### EVALUATION

Assignment	Weight	Points	Due Date
<b>Events Around the World Presentation</b> – <i>Students will work in pairs to select an event of their choice that takes place outside of the U.S. to research. Students will prepare a 8-10 minute presentation for the class in order to expand their awareness and knowledge of events that take place around the world.</i>	10% (.10)	100	2/3
<b>Site Visit Analysis</b> - <i>Students will each be required to tour an event venue of their choice, have a meeting with the venue staff to learn more about the facility and events held there and prepare a written analysis which will include an introduction, descriptions of the venue and it's amenities, listing of events that are held at the venue, a discussion of the advantages and challenges of the venue and a summary/conclusion.</i>	10% (.10)	100	2/17
<b>Event Plan and Design</b> - <i>Students will work in small teams to create an event plan. This will start the thought process regarding what will ultimately be a much larger final project. This project will include course lessons on SWOT analysis, development of goals and objectives, theme, target audience, timeline, venue and human resources/volunteer support.</i>	10% (.10)	100	2/24
<b>Marketing Assignment</b>	2.5% (.025)	25	3/16
<b>Budget Assignment</b>	2.5% (.025)	25	4/30
<b>Final Project</b> - <i>Each team will complete a comprehensive final event project in which they will design and plan an event from start to finish. Major components of the final project will include the updated event plan, updates marketing materials, an updates detailed budget, specific activities for the event program, greener event initiatives, a floor plan/site layout, event impacts, a risk management plan, a production schedule, a sponsorship proposal and a post-event survey.</i>	20% (.20)	150	4/27
<b>Project Presentation</b> – <i>Each team will give a presentation to the class outlining the event they have designed.</i>	10% (.10)	100	4/20 & 4/27

<b>Class Participation and Attendance</b> - <i>Students are expected to attend and participate in class. Each class missed will result in a loss of 10 points towards your final grade.</i>	10% (.10)	100	
<b>Midterm</b>	15% (.15)	150	<b>3/2</b>
<b>Final</b>	15% (.15)	150	<b>5/4 - 7:30pm</b>
<b>Total</b>	100%	1000	

Grades will be determined by the total number of points a student has accumulated by the end of the course.

<b>Grading Scale</b>			
A+ = 970 – 1000	B+ = 870 – 899	C+ = 770 – 799	D = 600 – 699
A = 940 - 969	B = 840 – 869	C = 740 – 769	F = 0 - 599
A- = 900 - 939	B- = 800 – 839	C- = 700 - 739	

**All written work must be typed, double spaced, 12pt, Times New Roman font.**

TENTATIVE COURSE SCHEDULE

Date			Topic	Readings/Assignment Due
W	January	20	Introduction to Special Events/ Role & Scope of Event Coordination	Bring the book to class! <i>Event around the World partners selected.</i>
W	January	27	Creating an Event Plan/ Goal Setting/ SWOT Analysis	Chapters 1 & 2 <b>Event Around the World Topic due.</b> <i>Groups for Group Project Assigned.</i>
W	February	3	Developing the Event Site	Chapter 3 <b>EAW Presentations/GP Topics due</b>
W	February	10	Event Infrastructure/ ADA Compliance - <i>Guest Speaker</i>	Chapter 4 & Course Posting
W	February	17	Event Environment and Themes/ Event Production	Chapter 6 & 7 <b>Site Analysis Due</b>
W	February	24	Accommodating the Audience/ Event Marketing	<b>Event Plan &amp; Design Draft Due</b> Chapter 5
W	March	2	<b>Midterm Exam</b>	
W	March	9	SPRING BREAK - NO CLASS	
W	March	16	Budget/Financial Administration/Event Sponsorship	<b>Marketing Assignment due;</b> Course Postings
W	March	23	Food and Beverage Operations/Sustainability -Risk Management/Safe Operations - <i>Guest speaker</i>	Chapter 10, 12 & 15
W	March	30	Tentative trip to Eagle Bank Arena or Center for the Arts - Group Project time in class	<b>Budget Assignment Due</b>
W	April	6	Staging an Experience/Ancillary Programs/ Event Surveys and Evaluation -	Chapter 8, 9 & 14
W	April	13	Working with Event Vendors/Contracts Volunteers and HR Management	<b>Food &amp; Beverage Draft Due;</b> Chapter 13
W	April	20	Event Impacts <b>Group Presentations</b>	<a href="http://www.eventimpacts.com/">http://www.eventimpacts.com/</a> - read about event impacts economically, socially and environmentally.
W	April	27	<b>Group Presentations/</b> Class recap and review	<b>Final Project Due</b>
W	May	4	<b>Final Exam</b>	

*Note: Faculty reserves the right to alter the schedule as necessary.*

## **GMU Policies**

### *Student Expectations*

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://oai.gmu.edu/honor-code/>].
- Students with disabilities who seek accommodations in a course must be registered with the George Mason University Office of Disability Services (ODS) and inform their instructor, in writing, at the beginning of the semester [See <http://ods.gmu.edu/>].
- Students must follow the university policy for Responsible Use of Computing [See <http://universitypolicy.gmu.edu/policies/responsible-use-of-computing/>].
- Students are responsible for the content of university communications sent to their George Mason University email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students solely through their Mason email account.
- Students must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor.

### *Campus Resources*

- The George Mason University Counseling and Psychological Services (CAPS) staff consists of professional counseling and clinical psychologists, social workers, and counselors who offer a wide range of services (e.g., individual and group counseling, workshops and outreach programs) to enhance students' personal experience and academic performance [See <http://caps.gmu.edu/>].
- The George Mason University Writing Center staff provides a variety of resources and services (e.g., tutoring, workshops, writing guides, handbooks) intended to support students as they work to construct and share knowledge through writing [See <http://writingcenter.gmu.edu/>].
- For additional information on the College of Education and Human Development, School of Recreation, Health, and Tourism, please visit our website [See <http://rht.gmu.edu/>].

**PROFESSIONAL BEHAVIOR:** Students are expected to exhibit professional behaviors and dispositions at all times.

**CORE VALUES COMMITMENT:** The College of Education and Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles.