

George Mason University
College of Education and Human Development
Tourism and Event Management

TOUR 220.001 - Introduction to Events Management
3 Credits, Spring 2017
Wednesday 4:30pm-7:10pm- Krug Hall 7 – Fairfax Campus

Faculty

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Prerequisites/Corequisites

None

University Catalog 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 Overview

- 1. Cell/smart phones and laptops policy:** Cell phones must be turned off or silenced during class. Laptops, tablets and iPads are permitted but for the sole use of taking notes for the class. If a student is found playing games or on other sites not related to the course, that student will not longer be permitted to utilize electronic note taking for the course.
- 2. Attendance** – Each absence that is not excused by a professor in advance will reduce 10 points from your attendance score of 50. If a student misses more than 5 classes (50 points deduction), additional 10 points per each additional absence will be deducted from the final score of course without limit. The definition of “full attendance” is attending an entire class (7:20pm-10:00pm). A full credit of attendance will only be given to those students who attend the full class. Attendance check will be done at the beginning of classes and after a class break if necessary (if there is any change in the number of students attending second part of class after a break).-

Excuses to miss class will be considered only when family or health emergency occurs and only that is documented. Leaving class early due to a special occasion should be notified to your instructor prior to the beginning of classes. Attendance credit will be given based on the length of hours stayed in a class. Leaving class to study for another class is not an excused absence. Be sure to let your instructor know, during a break, if you came in late so that you will not be counted as absent.

Specific rule on group project

There are multiple occasions that the class is given a group project time during the class hours- this is counted as a class and all students should remain in the classroom and attend. If failed to do so it will result in deduction of attendance credit.

Course Delivery Method

This course will be delivered using a **Lecture/Group Activity** format. 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. This course also requires that the student read the assigned work in the required text book to be able to fully participate in class.

Learner Outcomes or Objectives

This course is designed to enable students to do the following:

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

Required Texts

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

Course Performance Evaluation

Students are expected to submit all assignments on time in the manner outlined by the instructor (e.g., Blackboard, Tk20, hard copy).

• Assignments and Examinations

It is expected that all assignments be completed on time. Each assignment not completed will result in a loss of 10 points in addition to any points the actual assignment may be worth. Throughout the semester you will have regular reading assignments. In addition to your textbook, you may be assigned additional reading material. No assignments should be turned in late unless you have permission from the instructor. If you are absent from class it is your responsibility to find out what you missed.

Event Team Project Assignments – Each student will be working in small groups of 3-4 students to complete a Major Event Project and a Final Presentation. This project will consist of 3 draft submissions must all be made through Blackboard and a Final Project submission that will be turned in via hard copy in a binder. Each team will also present their work to the class with a Power Point slideshow. Each team will be given 15 minutes (including Q&A) to present their final project. Any team assignment handed in late will receive half credit.

Individual Assignments – Each student will be responsible for an Site Analysis Paper as well as Peer Evaluations after each draft and final project submission that should all be submitted via Blackboard. Peer evaluations will reflect the team members performance as a part of the group project. Any team member who received consistently low peer evaluations may lose up to 100 points (no credit) on the final project and final project presentation. The instructor will determine deduction amounts, if any, based on the team feedback.

Partner Assignments – Students will be paired up in groups of two to research and present for 3-5 minutes about an event around the world that they have selected to learn more about.

Midterm and Final Exams – The midterm and final exams must be completed on the scheduled dates. These exams allow for the instructor to assess individual content knowledge of the course material since the majority of work will be completed within a group framework.

Extra Credit -

A student can earn extra credit of 20 points (one time) by attending an event on campus. It has to be accompanied with a report (minimum 2 pages/maximum 3 pages) including a summary of the event and evidence of attendance. Details will be discussed in class.

* There is no Fieldwork required for this class.

• **Other Requirements**

- If your instructor is not in the classroom at 4:30pm, please wait 20 minutes before leaving.
- All written work must be typed, double spaced, 12pt, Times New Roman font and submitted on-line unless otherwise directed.

• **Course Performance Evaluation Weighting**

- Students are expected to submit all assignments on time in the manner outlined by the instructor.

• **Grading Policies**

- 970-1000 (97%-100%) A+
- 940-960 (94%-96%) A
- 900-930 (90%-93%) A-
- 870-890 (87%-89%) B+
- 840-860 (84%-86%) B
- 800-830 (80%-83%) B-
- 770-790 (79%-79%) C+
- 740-760 (74%-76%) C-
- 700-730 (70%- 73%) C
- 600-690 (60%-69%) D
- 0 – 590 (0%-59%) F

Assignment	Weight	Points	Due Date
Events Around the World Presentation - <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 3-5 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	2/8

Site Visit Analysis - <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	2/15
Event Plan and Design - <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 the development of goals and objectives, SWOT analysis, theme, target audience, timeline, venue and human resources/volunteer support.</i>	10% (.10)	100	3/1
Marketing Assignment - <i>Students will each produce one unique marketing material for their respective event, along with a short write up about each.</i>	2.5% (.025)	25	3/22
Budget Assignment - <i>Students will work in their groups to develop the budget for their respective event to include income, expenses and revenue.</i>	2.5% (.025)	25	4/12
Final Project - <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, updated marketing materials, an updated 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	5/3
Project Presentation - <i>Each team will give a presentation to the class outlining the event they have designed. The presentation will cove highlights of the event.</i>	10% (.10)	100	4/26
Class Participation and Attendance - <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	
Midterm	15% (.15)	150	3/8
Final	15% (.15)	150	5/10
Total	100%	1000	

Professional Dispositions

Students are expected to exhibit professional behaviors and dispositions at all times.

Course Schedule

Date	Topic	Readings/Assignment Due
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W	January	25	Introduction to Special Events/ Role & Scope of Event Coordination Review Class projects	Bring the book to class! <i>Event Around the World Teams selected. Event Project teams selected.</i>
W	February	1	Topics: Creating an Event Plan/ Goal Setting/ SWOT Analysis/ Developing the Event Site	<i>Event Around the World topics due.</i> Chapters 1,2, 3
W	February	8	Topic: Event Infrastructure <i>Guest Speaker:</i> ADA Compliance	Chapter 4 & Course Posting Event Around the World Presentations
W	February	15	Topic: Event Environment and Themes <i>Guest Speaker:</i> Event Production	Chapter 6 & 7 Site Analysis Due
W	February	22	Topics: Accommodating the Audience and Event Marketing	Chapter 5
W	March	1	Topics: Budget/Financial Administration and Event Sponsorship	Course Posting Event Plan & Design Draft Due
W	March	8	Midterm Exam	
W	March	15	SPRING BREAK - NO CLASS	
W	March	22	Topic: Risk Management/Safe Operations, Food and Beverage and Sustainability <i>Guest Speaker:</i> Food and Beverage Operations	Chapter 10, 12 & 15 Marketing Plan Assignment Due
W	April	5	Topic: Staging an Experience/Ancillary Programs/Event Surveys and Evaluation	Chapter 8 & 9 & 14
W	April	12	No class. Group Work Time.	Budget Draft Assignment Due http://www.eventimpacts.com/ - read about event impacts economically, socially and environmentally.
W	April	19	Working with Event Vendors/Contracts Volunteers and HR Management	Chapter 13 Online Response to the Discussion Topic on Event Impacts due
W	April	26	Group Presentations	
W	May	3	Class recap and review	Final Project Due
W	May	10	Final Exam	

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: <http://cehd.gmu.edu/values/>.

GMU Policies and Resources for Students

Policies

- Students must adhere to the guidelines of the Mason Honor Code (see <http://oai.gmu.edu/the-mason-honor-code/>).
- 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 Mason 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 with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services. Approved accommodations will begin at the time the written letter from Disability Services is received by the instructor (see <http://ods.gmu.edu/>).
- Students must follow the university policy stating that all sound emitting devices shall be silenced during class unless otherwise authorized by the instructor.

Campus Resources

- Support for submission of assignments to Tk20 should be directed to tk20help@gmu.edu or <https://cehd.gmu.edu/api/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://courseessupport.gmu.edu/>.
- The 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/>).
- The 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 Student Support and Advocacy Center staff helps students negotiate life situations by connecting them with appropriate campus and off-campus resources. Students in need of these services may contact the office by phone (703-993-5376). Concerned students, faculty and staff may also make a referral to express concern for the safety or well-being of a Mason student or the community by going to <http://studentsupport.gmu.edu/>, and the OSS staff will follow up with the student.

For additional information on the College of Education and Human Development, please visit our website <https://cehd.gmu.edu/aero/tk20>.

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

Assessment Rubric(s)

All rubrics used will be online in the class BlackBoard course

