

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

TOUR 221 001- Event Implementation & Evaluation
3 credits, Fall 2017
Tuesday, 4:30-7:10 p.m., RAC, Room 2203 - Fairfax Campus

Faculty

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Prerequisites/Corequisites

TOUR 220

University Catalog Course Description

Introduction to event implementation and evaluation through involvement in on-site event delivery and analysis. Studies participant motivation and economic, social, environmental, and cultural impacts in relation to an events, products and services.

Course Overview

1. Attendance – Regular attendance is essential to your success in TOUR 221. Attendance will be taken at the beginning of class. The success of this class is based on interaction of the students and sharing of view and opinions. Each missed class will result in a 3% deduction from your total grade. A bonus of up to 10 points will be provided for students based upon the number of classes missed. An additional 3 bonus points may be earned by enthusiastic participation in in-class projects, discussions, and direct questioning by the instructor. No make-ups are permitted. Lateness of 10 to 30 minutes will result in a -1 for your attendance that day. Greater lateness times will result in greater deductions.
2. Required Reading/Surveys – From time to time, homework/readings will be provided. These are ungraded, but failure to do the work will result in failure to receive credit for class attendance. While there is no text book for this class, required readings or research will be distributed either electronically or in-class. It is expected that if a student is called upon in class to answer a question or offer an opinion, that the student will be prepared based upon the required readings for that day's class (or previous class materials). After each reading assignment, the student will be required to complete a brief survey to prove comprehension of materials. Each such survey will be worth 2 points toward the final class grade.
3. In-class Projects and Exercises – Virtually every class day will be broken into three component parts: 1) Group discussion and debate about a case study or topic; 2) Lecture; 3) Group team work related to the semester-long project. At the end of the class, homework (if any) will be assigned for the next class(es).
4. Individual Projects – Any project identified as being individual in nature MUST be the sole work product of each student.
5. Group Projects – TOUR 221 outcomes are based upon a variety of group and team experiences. It is expected that each student will participate fully. The small group exercise is designed for students to work together in teams. Each participating team member will receive identical grades for group presentations, unless the student is not a participant on the day of the presentation.

6. Extra Credit – Each student begins the semester with a maximum grade of 103%; that is, if a student receives the maximum score on each grading area, actively participates in the class, and attends every class, (s)he would receive a grade of 103 (out of a maximum 100). Thus, each student is provided 3 points of extra credit from the start of the semester.
7. Field Work – Each student must complete a minimum of three hours of approved volunteerism at a minimum of two events. This volunteer requirement is in lieu of a reduction of class days by two. The instructor will provide a pre-approved list of placements, but it is the responsibility of the student to contact the event producer(s), register, and write/submit a 2-3 page paper about the experience.
8. Missed Work - Should a student miss a class (s)he is still responsible for the information that was covered; each class provides a component that is integral to the overall understanding of “Event Implementation and Evaluation.” This information will be vital to success on the final project. PowerPoints of lectures may be provided electronically, but do not contain all of the detailed materials related to the subject areas being covered.
9. Papers/Reports – Any/all submitted papers, if any, must be written using APA style, and all sources and resources must be cited using APA formatting. Assignments submitted late without Instructor approval will be downgraded 20% per day.
10. Crediting Outside Sources – Footnotes and/or citing of sources are appropriate and required if information provided by student is taken from another source. Failing to provide source information is considered to be a serious violation. Failure to provide any citations where it is obvious that information is not the original thought of the student is subject to failure or the assignment of a grade of “0.”
11. Instructor Arrival Policy and Student Expectations – If your instructor is not in the classroom at 4:30 p.m., please wait 20 minutes before leaving. Should an emergency arise, the instructor will attempt to notify one or more students in advance of the class.

Students are expected to arrive on-time. Class discussions and lectures will begin promptly at 4:30 p.m. and will re-commence promptly after in-class breaks. Students may bring beverages into class but are expected to not be eating during class time. The intent of this class is to provide students with the understanding of what it like to be an events professional/events consultant and as such students should be prepared to act in a professional manner.

Course Delivery Method

This course will be delivered using a lecture format.

Learner Outcomes or Objectives

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

- 1) Understand the effects events have on the communities they serve.
- 2) Have a high level of knowledge of the major components of event production and their relevance to the type of event being produced.
Accurately assess the challenges and successes of varying types of events.
- 3) Create a viable event marketing and public relations plan based on a given event’s assets, needs, stakeholders and organizational mission.
- 4) Produce a comprehensive post-event critique and report, which details recommendations for change and methods for future implementation.
- 5) Perform a crowd management assessment and be able to implement changes or new protocols for the safety of event attendees.
- 6) Have created a detailed event plan, based upon a specific budget, appropriateness for a given

community, and which meets the objectives of the event.

Professional Standards

Upon completion of this course, students will have met the following professional standards: Not applicable.

Required Texts

There are no required texts for this class. Assigned readings will be sent via e-mailed links to students, or distributed in-class as appropriate.

Required for Every Class

- Be prepared with your laptop/tablet/smart phone and class materials (or printouts if you wish to not bring your laptop) if provided in advance (generally e-mailed to you by 10 p.m. Monday evening).
- Laptops/tablets/smart phones are to be used only for class related work; please, no Facebook or other social media applications. Failure to abide by this policy will result in a loss of points on a student’s final grade (as much as 5% for each repeated violation).
- Set cell phones to silent or vibrate; if you must check your email or messages, do not do so in a way that disturbs the class. Act professionally.
- Be prepared with an opinion or answer at all times. The nature of this class is that discussion is vital to learning.
 - Incorrect answers are always preferable to no answer! Often there is no correct answer; only varying opinions.
- Be on time. If you have a class that ends just before this class elsewhere on campus, do not waste time. Lateness, especially on a repeated basis, **will** affect your attendance and instructor discretion points.
- Train your mind to think of the “why” and the “how,” and not just the “what.”
- You will be assigned a seat on the 2nd class day; it is yours every class!

Course Performance Evaluation

Students are expected to submit all assignments on time in the manner outlined by the instructor and/or described herein.

Assignments and Examinations	Other Requirements	Weight	Date
Attendance AND Participation on each class day – 3% per class	For 10 identified	30%	
Assignment 1: Event Concept	Individual	10%	
Assignment 2: PR Plan	Individual	10%	
Assignment 3: Sponsorship Plan	Individual	10%	
Executive Pitch – Team Grade	Team Grade*	10%	
Group Experience Survey	Individual	10%	
Group Presentation	Team Grade*	20%	
Instructor Bonus (for positive contributions to class)		Up to 3%	
TOTAL	(+ up to 13	100%	

* Indicates student only receives full credit if (s)he is present and actively taking part in presentation.

Grading Policies

A+ = 97 – 100	B+ = 87 – 89	C+ = 77 – 79	D = 60 – 69
A = 94 – 96	B = 84 – 86	C = 74 – 76	F = 0 – 59
A- = 90 – 93	B- = 80 – 83	C- = 70 – 73	

Professional Dispositions

Students are expected to exhibit professional behaviors and dispositions at all times. See <https://cehd.gmu.edu/students/polices-procedures/>

Core Values Commitment

The College of Education & 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/aero/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursessupport.gmu.edu/>.

For information on student support resources on campus, see <https://ctfe.gmu.edu/teaching/student-support-resources-on-campus>

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

CLASS SCHEDULE

Note: Faculty reserves the right to alter the schedule as necessary, with notification to students.

Class 1: August 29 – Course Overview and Introduction

Topics to be covered

- Class Overview and Objectives, Methodology/Student Evaluation
- Class Structure and Learning Environment
 - Proscribed Case Study Homework (2% per assignment) Submitted
 - Group Discussion – Case Study Review and Alternate Scenarios
 - Lecture
 - Group Project Work Time
- Student Introductions and Personal Experience Management Planning
- Overview of Projects, working in groups but with individual submissions
 - Concepts:
 - 1. Create a music festival with societal or political relevance.
 - 2. Create a unique gala fundraiser for Celebrate Fairfax, Inc.'s 35th anniversary in 2018, relevant to the organization's past, present, and future.
 - 3. Create a major festive event that will kick-off the public phase of a potential GMU capital campaign (\$500 million) in 2020.
 - 4. Create a major university-wide event that creates school spirit, unity, a call to volunteerism and other action, and raises the quality of life at GMU.
 - 5. Wild Card
- Review of Graded Group Presentations Assignments Teams Must Complete
 - 1. Executive Pitch – Team 5-Minute Private Presentation, with Follow-up Guidance by Professor
 - 2. Final Presentation – 12-minute Group Presentation, with 8-minute Q&A
- Review of Graded INDIVIDUAL Submissions
 - Assignment 1: 2-3 Page Event Concept Summary
 - Assignment 2: PR & Marketing Strategies and Tactics Plan
 - Assignment 3: Sponsor Asset Inventory and Investment Levels (with associated benefits)
- Assessment Rubric(s)
To be provided as appropriate for specific assignments
- Final in-Class Presentation Must Incorporate the Following
- Prevalent Themes in TOUR 221
- Lecture & Discussion: Class Ends and Means
- The 6-Point Icebreaker – Selecting Group Project Assignments and Teams

Assignment 1 – Due, September 12th: Concept Summary

Class 2: September 5 - Mission Driven Programming

Topics to be covered

- Discussion of Required Volunteerism: Options and Recommendations
- Case Study: The Competing Objectives of the Workhouse Arts Center
- Lecture/Discussion: Mission-Focused Event Design
- Instructor Event Business Plan Presentation and Class Discussion/Critique
- Q&A: Assignment 1 (due next class)
- Group Discussion – Initial Event Concept Creation

Class 3: September 12 – Comprehensive PR Planning

Topics to be covered

- Submit Assignment 1 (bring 2 stapled copies, APA format)
- Case Study: Braddock District Battle of the Bands
- Lecture & Discussion: Creative PR for Events
- Q&A: Assignment 2 – PR & Marketing Strategies and Tactics Plan (due next class)
- Group Discussion: Key PR Elements for Event Concept

Class 4: September 19 – Comprehensive Sponsorship Planning

Topics to be covered

- Submit Assignment 2 (bring 2 stapled copies, APA format)
- Case Study: Frostival Sponsorship Challenge
- Lecture & Discussion: A Macro and Micro Look at Event Sponsorships
- Q&A: Assignment 3: Sponsorship Benefits and Assets (due October 3rd)
- Group Discussion – Sponsorship Plan Creation
- **Homework for 9/26 class – Crowd Tragedy Research**

Class 5: September 26 – From Concept to Site Design; Effective Crowd Management and Public Safety Strategies

Topics to be covered

- Case Study Review – Event Tragedies, Presented by Class
- Lecture & Discussion: Crowd Management and Preventing Catastrophes

Class 6: October 3 – Personal Experience Management

Topics to be covered

- Submit Assignment 3 (bring 2 stapled copies, APA format)
- Case Study – Starbucks, Disney, IKEA, and Wegmans
- Lecture & Discussion – Creating Outstanding Experiences
- Group Discussion – Creating a Positive Personal Experience at your Event

October 10 – No Class (Columbus Day Holiday)

Class 7: October 17 - Operations Systems Management

Topics to be covered

- Case Study – World Police & Fire Games (Fairfax 2015)
- Lecture & Discussion – Operations Systems Management for Event Success
- Group Discussion – Creation of Operations Plan

Class 8: October 24 – Comprehensive Event Budgeting

Topics to be covered

- Case Study – Brewfest Variations
- Lecture & Discussion – Event Budgeting for the Inexperienced...
- Group Discussion - Budget Creation

October 31 – No Class – Groups Meet on Own

Class 9: November 7 – Comprehensive Event Volunteer Management

Topics to be covered

- Case Study – Brewfest Recruitment Challenges
- Lecture & Discussion – Volunteer Recruitment, Retention, and Management Tactics for Events
- Group Discussion - Volunteer Plan Creation and Prep for November 14th Executive Summaries

November 14 – Private Group Executive Summary Presentations to Instructor

Group 1: 4:30 p.m.

Group 2: 5:00 p.m.

Group 3: 5:30 p.m.

Group 4: 6:00 p.m.

Group 5: 6:30 p.m.

November 21 – Special Topic Class – Not Required – Extra Credit

November 28 – No Class – Groups Meet on Own

Class 10: December 5 – Presentations

Themes and management components to be considered throughout TOUR 221 student experience:

Ends Management

- Every part of project and event management leads to a desired End.
- Every idea, every action, every reaction, and every decision, all lead to a destination; that destination can be defined as what your world will look like WHEN you are successful.
- If something is not related to your Ends in some way, then it shouldn't be part of your management plan or implementation.

Market Management

- Your target markets are the segments of your population who are interested in a product or service, have the means to acquire it, and may be broken down into submarkets that have similar demographic qualities.
- Marketing is meeting the WANTS and not the needs of your markets.
- Sometimes you need to move the market to you; other times you need to move to meet the market.
- Understanding your markets includes viewing your events in a 360-degree perspective and viewing Return-on-Investment (ROI) as not being random, but rather as part of the planning and implementation process.

Psychological Contracts

- The unspoken, unwritten, unacknowledged agreement of trust between two parties, the psychological contract (or PC) is the basis for every relationship, every interaction, and every expectation.
- The PC has primarily been applied to human resource management, but is equally applicable to event project management.
- Violation of the PC is the primary reason that trust is lost, desired market segments become unavailable, and the foundation of the relationship between two (or more) parties becomes unstable.

Personal Experience Management

- We live in an age where individuals want it when they want it, how they want it, and have the desire to have unique experiences.
- Personal Experience Management is the concept of meeting each individual's wants as if each person is their own Market.
- Understanding the PC expectations and desired ends of individual (market) needs will lead to success in Personal Experience Management

High Quality and Ethical Leadership

- In healthy management environments, there is generally high quality leadership.
- Through high quality leadership, there is inspiration, motivation, creativity, communication, mentoring, education, and other aspects of success.
- Event project management requires leadership at every level, including but not limited to internal aspects such as human resource management and program design, and external aspects such as developing trust relationships with your markets.

Extending the Box

- The term "thinking outside the box" implies that the solution in a situation is often outside your normal range of thought.
- The term "thinking inside the box" implies that the solution in a situation is generally in your past experiences and institutional knowledge.
- "Extending the box" is a term that states that the box should never stop growing. Each solution that is

outside the box becomes part of your standard decision process in the future. The box is ever-extending, ever-expanding, and the creativity that comes with “thinking outside the box” becomes part of one’s everyday management.

Key Components to TOUR 221

Class ENDS:

- Students will have met, achieved, or understood the Course Objectives (detailed on the first page of the class syllabus).
- Through the Tour 221 Apprentice project, students will understand and have experience in creating a comprehensive event business plan, one that illustrates a complete picture of their proposed event and how it meets the Ends that the producer has set.
- Students will extend the box in their thinking, not relying upon rubrics in completion of their business plan, but rather creating a document that stretches their creativity, range of concept consideration, and implementation strategies and tactics that are most appropriate for their events.

Class MEANS:

- Students will study one complete business plan as a group, including looking for challenges to event success.
- Students will research out-of-class, discuss in-class, and learn from the instructor and from each other about many aspects of event project management, including:
 - Designing event concepts from scratch
 - Pre-planning, macro vs. micro timeline planning, and budget creation
 - Venue selection
 - Developing programs and operations strategies
 - The creation of a marketing and revenue generation plan
 - Financial management
 - Logistics and operations management
 - Volunteers and other human resources
 - Risk and emergency management
 - Crowd management
 - Survey and evaluation
- Students, in teams, will create a comprehensive business plan for an event that meets required criteria, incorporating all of the areas of event project management that are listed above, and will present that business plan as part of the Tour 221 Apprentice exercise.



**School of Recreation,
Health, and Tourism**