

GEORGE MASON UNIVERSITY
College of Education and Human Development
Hospitality, Tourism and Event Management

TOUR 355 (001)—Event Logistics
3 Credit, fall 2018

WEDNESDAY & FRIDAY 1:30-2:45PM, THOMPSON HALL L003 FAIRFAX CAMPUS

Faculty

Name: Kevin Dunayer
Office Hours: Monday: 10-12pm or by appointment
Office Location: 324 D Johnson Center
Office Phone: 703-993-2912
Email Address: kdunayer@gmu.edu

Prerequisites/Corequisites

TOUR 220 or permission of Instructor

University Catalog Course Description

Explores practical considerations of event logistics and operations for conferences, conventions and exhibitions throughout the event industry sector.

Course Overview

- Instructional techniques include lectures, readings, activities, tests, projects, demonstrations with working professionals, hands on instruction, and a final examination.
- Exams will be based on instructional techniques listed above
- Projects are based on current practices and procedures allowing students to use skills learned in the classroom. These skills include problem solving, equipment distribution, resource management, time management and safety practices.
- Students are expected to attend all class meetings. Attendance will be taken at the beginning of each class; each student is responsible for all information presented in class. If a student is late or absent, he or she should contact a classmate for an update. Unexcused absences will result in a 1 letter grade deduction per absence. Excused absences can only be arranged with instructor on a case by case basis.

Course Delivery Method

This course will be delivered using face to face lectures from the instructor along with other industry professionals. Additionally students are expected to participate in hands on demonstrations with both the instructor and fellow students.

Learner Outcomes or Objectives

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

- 1) Demonstrate an understanding of industry standards for event operations.
- 2) Articulate common definitions and specifications used in everyday situations.
- 3) Complete applied event logistical projects to learn how to design event operation and set up.
- 4) Develop event operation customer service performance standards.
- 5) Increase the student's ability to be proactive.
- 6) Create practices that allow students to develop initiative and problem solving skills.

Required Texts

Production and Logistics in Meeting, Expositions, Events and Conventions 1st Edition (2015) by George G. Fenich Ph.D

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/or Examinations**

This course will be graded on a percentage system, with a total of 100 possible percentage points.

Requirements	%
<i>Attendance and Participation</i>	10
<i>Semester Tests</i>	40
<i>Semester Projects</i>	30
<i>Final Exam</i>	<u>20</u>
TOTAL	100

- **Grading**

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

See <https://cehd.gmu.edu/students/polices-procedures/>

Class Schedule

Week #1	Introduction to Event Logistics Basic Terms and Definitions Key Players and Organizational Structures Accepted Practices Assignment: Read Intro. & Chapter 1 Production and Logistics
Week #2	Event Support Configuration/Layout for Venues & Conferences Specific Use & Unusual Venues Common Issues and Tricks of the Trade Design and Efficiency Practices for Event Support Assignment: Read Chapters 2 & 4 of Production and Logistics
Week#3	Staging/Planning of Event Resources Exercise and Demonstration of Set up Practices: Small Meeting Diagrams and Paperwork for Set Up Personal Venue Capacity and Safety Processes/Regulations: Small Meeting Assignment: Assign Project #1
Week#4	Project #1 Due, Student Presentation and Feedback in class Review for Test #1 Test #1 Assignment: Read Chapter 5 of Production and Logistics
Week #5	Staging and Planning Event Resources: Large Meeting Exercise/Demonstration Set up Practices: Large Meeting Diagrams and Paperwork for Client/Set up Staff Venue Capacities and Safety Regulations: Large Meeting Assignment: Read Chapter 6 of Production and Logistics
Week #6	Staging and Planning Event Resources: Exhibitions Exhibit Design and Installation, Diagrams and Paperwork Exhibit Vendors, Safety Procedures, Electrical Power Exhibit Demonstration Assignment: Assign Project #2
Week # 7	Project #2 Due: Student Presentation and Feedback in class Review for Test #2 Test #2 Assignment: Read Chapter's 11 & 13 of Production and Logistics
Week #8	In House Audio/ Visual Systems, Basic Event Technology, Portable Audio/Visual Equipment, Outside A/V Vendors Video Conferencing, Catering Logistics Considerations In House Systems Demonstration and Paperwork Assignment: Read Chapter 10 of Production and Logistics Read Guidelines/Definitions for Event Technology (Posted on Blackboard)

Week # 9	Labor and Scheduling, Time Management Venue Turnaround and Refresh <u>Industry Professional's Panel</u> : Scheduling and Implementation Assignment: Read Chapter 16 of Production and Logistics
Week #10	Putting it all Together Part I (Back of House), BEO Meetings Labor requirements and regulations Demonstration/ Exercise for Project # 3 Assignment: Assign Project #3
Week #11	Review for Test #3 Student Presentation and Feedback of Project #3 Test #3 Assignment: Read Chapter 9 of Production and Logistics
Week #12	Putting it all Together Part II (The Client), Customer Service, Client Meetings, Venue Walk Through Estimates and Invoicing <u>Industry Professional's Panel</u> : The Client Assignment: Read Chapter 8 of Production and Logistics
Week #13	Event Services Field Trip and Tour of Venues Back of House Storage Logistics College and University Event Logistics Outdoor/Special Event Logistics Assignment: Read Guidelines and Practices for University Events (Posted on Blackboard)
Week #14	Conference Centers & Hotels Event Processes A-Z Pre-Con and Post Event Logistics Cruise Ship Event Logistics <u>Industry Professionals Panel</u> : Tricks of the Trade Assignment: Posted Reading on Blackboard
Week 15:	Career's in Event Logistics, Resume and Portfolio Final Exam Review Final Project Review (Project part of Final Exam) Q&A and wrap up
Exam Week	Final Exam (Test and Final Project combined)

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

Assessment Rubric/Projects for Tour 355

Project #1: Small Meeting Room Diagram

The student will be given specifications for an Event/Meeting. The student will submit the following ground plan of venue, layout of equipment, paperwork with set up/tear down details. Additionally, a written description of why certain choices were made will also be included.

Purpose: Tests basic understanding for event logistics needed for a small meeting or event.

Project #2: Large Meeting and Exhibition Diagram

The student will be given a ground plan and a venue. In addition the student will be given event requirements from a hypothetical client. The student will submit the following: Venue and ground plan for a large meeting and exhibition/poster session. Additionally, a written description of why certain choices were made will also be included.

Purpose: Tests basic understanding for event logistics for a large meeting and exhibition.

Project # 3: Putting it all Together for an Event

The student will be given requirements from a hypothetical client. The student will submit the following: Venue and ground plan for a large meeting along with A/V, catering and other requirements necessary for the event. Additionally the student will submit paperwork with labor and scheduling requirements along with an Estimate of costs to the Client.

A description of why certain choices were made will also be included.

Purpose: Tests basic understanding for all requirements needed for all elements on a large event.

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/aero/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursesupport.gmu.edu/>.
- For information on student support resources on campus, see <https://ctfe.gmu.edu/teaching/student-support-resources-on-campus>

Consortium Registration Deadline	TBD
First day of classes ; last day to submit Domicile Reclassification Application; Payment Due Date	August 27
Labor Day, university closed	September 3

Last day to add classes —all individualized section forms due	September 4
Final Drop Deadline (no tuition penalty)	September 9
Web Withdrawal Period (100% liability)	September 10- September 30
Midterm progress reporting period (100-200 level classes)—grades available via Patriot Web	September 24 – October 19
Selective Withdrawal Period (undergraduate students only) (100% tuition liability)	October 1 – October 28
Fall Break (Monday classes/labs meet Tuesday. Tuesday classes do not meet this week)	October 8
Incomplete work from spring/summer 2018 due to instructor	October 26
Incomplete grade changes from spring/summer 2018 due to Registrar	November 2
Thanksgiving recess	November 21 – 25
Dissertation/Thesis Deadline	December 7
Last day of classes	December 8
Reading Days Reading days provide students with additional study time for final examinations. Faculty may schedule optional study sessions, but regular classes or exams may not be held.	December 10 – 11
Exam Period	Wed December 12 – Wed December 19
Winter Graduation Ceremony	Thu December 20
Degree Conferral Date	Sat December 22

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