

	UNIVERSITY
	College of Education and Human Development
Sc	chool of Sport, Recreation, and Tourism Management
Course	TOUR 355—Event Logistics
Information	3 Credit Class Fall 2020
	Wednesday & Friday 1:30-2:45
	SYNCHRONISTIC DISTANT LEARNING
Instructor:	Please refer to your online course: https://mymasonportal.gmu.edu/
Kevin Dunayer	Office Hours Wednesday 9a-11am (Virtual) or by appointment.
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	Office Phone: 703-993-2912
	E-Mail: kdunayer@gmu.edu
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Course	Explores practical considerations of event logistics and operations for
Description	conferences, conventions and exhibitions throughout the event industry
	sector.
Course	Demonstrate an understanding of industry standards for event
Objectives &	operations.
Learning Outcomes	Articulate common definitions and specifications used in everyday
Outcomes	situations.
	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.
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Course Methodology	The class format will combine reading, lectures, videos, discussions, learning activities, exams and other learning tools. The class will be interactive and require every student to be engaged in the classroom discussion and assignments. In addition to the lectures, screencasts and timely completion of assignments, every student will be expected to be an active participant and a dedicated individual applying what you learn to every element of the course work.
Required textbook(s) and/or materials	Production and Logistics in Meeting, Expositions, Events and Conventions 1st Edition (2015) by George G. Fenich Ph.D
	Additional Reading materials will be distributed online
	Social Tables (SRTM has a Student Account)
Computer Requirements	Hardware: You will need access to a Windows or Macintosh computer with at least 2 GB of RAM and access to a fast and reliable broadband internet connection (e.g., cable, DSL). A larger screen is recommended for better visibility of course material. You will need speakers or headphones to hear recorded content and a headset with a microphone is recommended for the best experience. For the amount of Hard Disk Space required taking a distance education course, consider and allow for: 1. the storage amount needed to install any additional software and

2. space to store work that you will do for the course.

If you consider the purchase of a new computer, please go to <u>Patriot Tech</u> to see recommendations.

Software: Many courses use Blackboard as the learning management system. You will need a browser and operating system that are listed compatible or certified with the Blackboard version available on the myMason
Portal. See supported browsers and operating systems. Log in to myMason
to access your registered courses. Some courses may use other learning management systems. Check the syllabus or contact the instructor for details. Online courses typically use Acrobat Reader, Flash, Java, and Windows
Media Player, QuickTime and/or Real Media Player. Your computer should be capable of running current versions of those applications. Also, make sure your computer is protected from viruses by downloading the latest version of Symantec Endpoint Protection/Anti-Virus software for free here.

Students owning Macs or Linux should be aware that some courses may use software that only runs on Windows. You can set up a Mac computer with Boot Camp or virtualization software so Windows will also run on it. Watch this video about using Windows on a Mac. Computers running Linux can also be configured with virtualization software or configured to dual boot with Windows.

Note: If you are using an employer-provided computer or corporate office for class attendance, please verify with your systems administrators that you will be able to install the necessary applications and that system or corporate firewalls do not block access to any sites or media types.

Course-specific Hardware/Software

Check the syllabus for your course or contact the instructor prior to the start of the course to find out about specific technical requirements for your class. Hardware or software required for your course or program may be available for purchase at Patriot Computers (the University's computer store that offers educational discounts and special deals).

Course Website

Blackboard 9.1 will be used for this course. You can access the site at http://mymasonportal.gmu.edu. Login and click on the "Courses" tab. You will see THR 230.003 NOTE: Username and passwords are the same as your Mason email account. You must have consistent access to an internet connection in order to complete the assignments in this course through Blackboard (http://mymason.gmu.edu). Note the technology requirements for School of Business in your Blackboard course menu—it contains details of minimum technology requirements.

Participation

Learning can only happen when you are playing an active role. It is important to place more emphasis on developing your insights and skills, rather than transmitting information. Knowledge is more important than facts and definitions. It is a way of looking at the world, an ability to interpret and organize future information. An active learning approach will more likely

	result in long-term retention and better understanding because you make the content of what you are learning concrete and real in your mind.
	Although an active role can look differently for various individuals, it is expected in this class that you will work to explore issues and ideas under the guidance of the professor and your peers. You can do this by reflecting on the content and activities of this course, asking questions, striving for answers, interpreting observations, and discussing issues with your peers.
Rules and	In correspondence/communication students will be expected to:
Expectations	 a) Be professional and respectful in correspondence b) Make reasonable requests of the instructor. We will be happy to clarify course material and answer legitimate questions; however, please exhaust other information sources (e.g., syllabus, Blackboard) for answering your question before contacting me and remember, "Poor planning on your part does not constitute an emergency on my part"
	In regard to honesty in work students will be expected to: a) Review the University integrity and honesty policies in the student handbook for guidelines regarding plagiarism and cheating (summarized below). I will gladly clarify my stance on any questionable or "grey area" issues you may have. b) Refrain from dishonest work as it will receive a minimum penalty of zero on the assignment and a maximum penalty of a zero for the
	course with a report to the Honor committee. The GMU Honor Code requires that faculty submit any suspected Honor Code violations to the Honor Committee. Therefore, any suspected offense will be submitted for adjudication.
Mason Honor Code	The complete Honor Code is as follows: To promote a stronger sense of mutual responsibility, respect, trust, and fairness among all members of the George Mason University community and with the desire for greater academic and personal achievement, we, the student members of the university community, have set forth this honor code: Student members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to academic work. (From the Catalog – catalog.gmu.edu)
Cheating Policy	Any form of cheating on an activity, project, or exam will result in zero points
	earned. "Cheating" includes, but is not limited to, the following: reviewing others' exam papers, having ANY resources utilized when not allowed, collaborating with another student during an individual assignment.
	If you have questions about when the contributions of others to your work must be acknowledged and appropriate ways to cite those contributions, please talk with the professor or utilize the GMU writing center.
Plagiarism and the Internet	

create on your web page. Shareware graphics are not free. Freeware clipart is available for you to freely use. If the material does not say "free," assume it is not.

Putting someone else's Internet material on your web page is stealing intellectual property. Making links to a site is, at this time, okay, but getting permission is strongly advised, since many Web sites have their own requirements for linking to their material. Review the Honor Code here.

Individuals with Disabilities

Students with documented disabilities should contact the Office of Disability Services (703) 993-2474) to learn more about accommodations that may be available to them.

(From the 2019-2020 Catalog – catalog.gmu.edu)

Academic Integrity and Inclusivity & Diversity

This course embodies the perspective that we all have differing perspectives and ideas and we each deserve the opportunity to share our thoughts. Therefore, we will conduct our discussions with respect for those differences. That means, we each have the freedom to express our ideas, but we should also do so keeping in mind that our colleagues deserve to hear differing thoughts in a respectful manner, i.e. we may disagree without being disagreeable. http://oai.gmu.edu/

Mason Diversity Statement

George Mason University promotes a living and learning environment for outstanding growth and productivity among its students, faculty, and staff. Through its curriculum, programs, policies, procedures, services, and resources, Mason strives to maintain a quality environment for work, study and personal growth.

An emphasis upon diversity and inclusion throughout the campus community is essential to achieve these goals. Diversity is broadly defined to include such characteristics as, but not limited to, race, ethnicity, gender, religion, age, disability, and sexual orientation. Diversity also entails different viewpoints, philosophies, and perspectives. Attention to these aspects of diversity will help promote a culture of inclusion and belonging, and an environment where diverse opinions, backgrounds, and practices have the opportunity to be voiced, heard and respected.

The reflection of Mason's commitment to diversity and inclusion goes beyond policies and procedures to focus on behavior at the individual, group and organizational level. The implementation of this commitment to diversity and inclusion is found in all settings, including individual work units and groups, student organizations and groups, and classroom settings; it is also found with the delivery of services and activities, including, but not limited to, curriculum, teaching, events, advising, research, service, and community outreach. Acknowledging that the attainment of diversity and inclusion are dynamic and continuous processes and that the larger societal setting has an evolving sociocultural understanding of diversity and inclusion, Mason seeks to continuously improve its environment. To this end, the University promotes continuous monitoring and self-assessment regarding diversity. The aim is to incorporate diversity and inclusion within the philosophies and actions of the individual, group and organization, and to make improvements as needed.

Student Privacy Policy	George Mason University strives to fully comply with FERPA by protecting the privacy of student records and judiciously evaluating requests for release of information from those records. Please see George Mason University's student privacy policy https://registrar.gmu.edu/students/privacy/						
E-Mail Policy	Web: masonlive.gmu.edu		-				
	Mason uses electronic mail to provide official information to students. Examples include notices from the library, notices about academic standing, financial aid information, class materials, assignments, questions, and instructor feedback.						
	Students are responsible for the content of university communication sent to their Mason e-mail account and are required to activate that account and check it regularly.						
	Students are also expected to maintain an active and accurate mailing address in order to receive communications sent through the United States Postal Service.						
	(From the 2017-18 Catalo	g – c	atalog.gmu.	edu)			
Course Grading &	Poquiromente						
Evaluation	Requirements:						
	Activities & Participation Semester Tests Semester Projects Final Exam		10% 40% 30% 20%				
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	A+ = 97 - 100 A = 94 - 96	B+ B	= 87 C+	= 77 - 79 = $74 - 76$	D F	= 60 - 69 = 0 - 59	
	A = 94 - 90 A = 90 - 93	B-		= 74 - 76 = 70 - 73	'	_ 0 - 39	

Assignments	Your challenge is to immerse yourself in the topics and perspectives presented in the course. You will want to be able to comment on the discussion topics with authority. You are encouraged to make notes on your own thoughts about the various concepts and issues, and consider possible issues/outcomes. Your posts should be to the point and include sufficient technical detail for others to respond. You should present your opinions, but justify them with facts and proper sources. What did you disagree with and why, or not understand? If there is a problem with posting your assignments to Blackboard you can e-mail the assignment as well.
Material Due	Assignments are required to be uploaded to Blackboard or e-mailed directly to kdunayer@gmu.edu/ Deadlines and other instructions will announced in class
Tests & Final Exam	In this course, there will be 3 Tests and a Final Exam On each Test, you will have one 75-minute attempt to complete this test. Once you open the test you cannot pause or navigate to another window or you will lose your progress. At the end of 1 hour, your test will be automatically submitted whether you have finished or not. Each test will only be open on the announced test date, exact time will be announced in class. On the final exam, you will have one 3-hour attempt to complete this test. Once you open the test you cannot pause or navigate to another window or you will lose your progress. At the end of 3 hours, your test will be automatically submitted. Your instructor will inform you of the final exam schedule (date and time) as well as detailed instructions for submission.

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Projects	In this course, there will be 3 projects. Please see below for detailed information regarding the projects.
Expectations	
•	To help you manage your schedule and time to complete the assignments in this course, please follow the recommended timeline below. If you have a question or concern or encounter a problem about an assignment, please contact me immediately so we can discuss and work out a resolution.
	Need Help?
	E-mail Professor Dunayer at kdunayer@gmu.edu

Weeks	Lessons	Assignments
Week 1	Introduction to Event Logistics, Terms and Definitions, Key Players in Events	Assignments: Read Intro. & Chapter 1 Reaction Statement to Event Time Lapse Video, Familiarize yourself with Event Logistics Terms, Event Stimuli Response to the 2016 Democratic and Republican Convention
Week 2	Event Support, Venue and Conferences, Efficiency Practices	Assignment: Read Chapters 2 & 4
Week 3	Staging/Planning of Event Resources, Exercise and Demonstration of Set up Practices for Small Meeting Review for Test #1	Assignments: Assign Project #1 Study for Test #1
Week 4	Venue Capacity, Safety Procedures, Regulations Test #1 (Friday)	Project #1 Due Review Venue Capacity Safety for Test#1 Read Chapter 5
Week 5	Staging & Event Planning for Large Meetings Paperwork & Diagrams	Read Chapter 6, Familiarize yourself with Social Tables.

Week 6	Exhibit Design and Installation Vendors and Power Set up Diagrams	Assign Project #2 Study for Test #2 & work on Project
Week 7	Resources Large Exhibits/Events Review Test #2 Test# 2 (Friday)	Project #2 Due Study for Test #2 Read Chapter's 11 & 13
Week 8	In House and Portable Audio/ Visual Logistics for Events	Read Chapter 10, Read Event Technology Guidelines Posted on Blackboard
Week 9	Labor Logistics, Venue Refresh Industry Panel #1	Read Chapter 16 Reflections from the Industry Panel
Week 10	Putting it all Together Part I BEO Meetings & Labor Regulations	Read Chapter 8 Assign Project #3
Week 11	Vendors and Logistical Partners Review for Test#3 Test # 3 Friday	Project #3 Due Study for Test #3 Read Chapter 9
Week 12	Putting it All Together Part II The Client Estimates & Invoicing Industry Panel #2	Read Chapter 8 Reflections from the Industry Panel
Week 13	College & University Events Outdoor & Cruise Ship Event Logistics	Posted Reading on Blackboard, Practice creating estimates, Invoices and room event diagrams Work on your Resume and Portfolio for professor to give individualized feedback (optional

Week 14	Careers in Event Logistics, Tricks of the trade Class Wrap Up	***All Missing Work and Resubmission of Projects are Due.
	Review: Project Section for Final Exam	Study for your Final Exam
	Final Exam Review	Create a question list for the optional Review Session
Week 15	ADDED OPTIONAL REVIEW SESSION	An Optional Question and Answer Session for Final Exam, details an exact timing will be announced.
	FINAL EXAM	EXACT DATE AND TIME OF FINAL EXAM TBA

***IMPORTANT NOTE: Faculty reserves the right to alter the above schedule as necessary, with notification to students

Word About Industry Panels

These panels are specifically designed for interaction with Event Industry Professionals. This will be your opportunity to learn practices, procedures and processes that are currently being used in the Event Industry. Please remember to act professionally during these panels. Additionally, please come prepared to interact and ask questions.

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.



SAFE RETURN TO CAMPUS AND REMOTE LEARNING GUIDANCE FOR STUDENTS ENROLLED IN CEHD COURSES

Both a Safe Return to Campus and Successful Remote Learning Depend on YOU.

All students are required to take Safe Return to Campus Training prior to visiting campus: it is, however, recommended for all Mason students. Training is available in Blackboard.

Students are required to follow the university's public health and safety precautions and procedures outlined on the university Safe Return to Campus webpage.

All students in face to face and hybrid courses must also complete the Mason COVID Health Check daily, seven days a week.

- You may not come to class if you receive a Yellow or Red email response to the Mason COVID Health Check.
- You may only come to class if you receive a Green email response to the Mason COVID Health Check.
- If you suspect that you are sick or have been directed to self-isolate, quarantine, or get testing do not go to class.
- Faculty are allowed to ask you to show them that you have received a Green email and are thereby permitted to be in class.

Disability Services: Students unable to participate in a course in the manner presented, either due to existing disability or COVID comorbidity risk, should seek accommodations through the Office of Disability Services.

Campus Closure: If the campus closes or class is canceled due to weather or other concerns, students should check <u>Blackboard</u>, Mason email, or the <u>Mason website</u> for updates on how to continue learning and information about any changes to events or assignments.

Participation and Make-up Work: CEHD instructors will work with students to find reasonable opportunities to make up class work or assignments missed due to documented illness. Begin by contacting your instructor for guidance. For further assistance, students may contact their program and the CEHD Office of Student and Academic Affairs (cehdsaa@gmu.edu).

Technology Requirements:

- Activities and assignments in CEHD courses regularly use the <u>Blackboard</u> learning system. Students are required to have regular, reliable access to a computer with an updated operating system (recommended: Windows 10 or Mac OSX 10.13 or higher) and a stable broadband Internet connection (cable modem, DSL, satellite broadband, etc., with a consistent 1.5 Mbps [megabits per second] download speed or higher.
- Additionally, CEHD course activities and assignments may regularly use webconferencing software (Blackboard Collaborate / Zoom). In addition to the requirements above, students are required to have a device with a functional webcam and microphone. In an emergency, students can connect through a telephone call, but video connection is the expected norm.

Course Materials and Student Privacy:

- All course materials posted to Blackboard or other course site are private; by federal law, any materials that identify specific students (via their name, voice, or image) must not be shared with anyone not enrolled in this class.
- Video recordings of class meetings that include audio or visual information from other students are private and must not be shared.
- Live Video Conference Meetings (e.g. Collaborate or Zoom) that include audio or visual information from other students must be viewed privately and not shared with others in your household.
- Some/All of your CEHD synchronous class meetings may be recorded by your

instructor to provide necessary information for students in this class. Recordings will be

stored on Blackboard [or another secure site] and will only be accessible to students taking this course during this semester.

Testing with LockDown Browser:

CEHD courses may require the use of LockDown Browser and a webcam for online exams.

The webcam can be built into your computer (internal webcam) or can be the type of webcam that plugs in with a USB cable (external webcam). <u>Information on installing</u> and

using LockDown Browser may be found here.

You will need the following system requirements for online exams:

- Windows: 10, 8, 7
- Mac: OS X 10.10 or higher iOS: 10.0+ (iPad only)
- Must have a compatible LMS integration
- Web camera (internal or external) & microphone A reliable internet connection
- Prior to your first exam, you must install LockDown Browser following the step-bystep instructions linked above.

To ensure LockDown Browser and the webcam are set up properly, do the following:

- Start LockDown Browser, log into Blackboard and select your course. Locate and
- select the Help Center button on the LockDown Browser toolbar.
- Run the Webcam Check and, if necessary, resolve any issues or permissions your computer prompts.
- Run the System & Network Check. If a problem is indicated, see if a solution is
 provided in the <u>K nowledge Base</u>. Further troubleshooting is available through the <u>ITS</u>
 S upport Center.
- Exit the Help Center and locate the practice quiz.
- Upon completing and submitting the practice quiz, exit LockDown Browser.

When taking an online exam that requires LockDown Browser and a webcam, remember the following guidelines:

- Ensure you're in a location where you won't be interrupted.
- Turn off all other devices (e.g. tablets, phones, second computers) and place them outside of your reach.
- Clear your desk of all external materials not permitted books, papers, phones, other devices.
- Before starting the test, know how much time is available for it, and that you've allotted sufficient time to complete it.
- Remain at your computer for the duration of the test. Make sure that your computer is plugged into a power source, or that battery is fully-charged.
- If the computer or networking environment is different than what was used previously with the Webcam Check and System & Network Check in LockDown Browser, run the checks again prior to starting the test.

To produce a good webcam video, do the following:

- Do not wear a baseball cap or hat with a brim that obscures your face.
- Ensure your computer or tablet is on a firm surface (a desk or table). Do NOT have the computer on your lap, a bed, or any other surface where the device (or you) are likely to move.
- If using a built-in (internal) webcam, avoid tilting the screen after the webcam setup is complete.
- Take the exam in a well-lit room and avoid backlighting, such as sitting with your back to a window.
- Remember that LockDown Browser will prevent you from accessing other websites or applications; you will be unable to exit the test until all questions are completed and submitted.

Important Dates

Dates and deadlines listed on this page include full semester and 7.5 Week Sessions only. Students enrolled in courses in the <u>8 Week Modular</u> Calendar need to refer to that calendar for their add/drop dates. Students in the modular calendar cannot also take courses in the full semester academic calendar. Academic calendar dates are subject to change.

For add/drop deadlines for courses that meet less than a full semester, see Non-standard Sections Dates.

Incomplete Fall 2020 Coursework: Note that the previous deadline for completing work for the spring semester was Friday, October 23, 2020. The deadline for completing work related to an Incomplete grade received in Spring 2020 has been extended to the end of the Fall 2020 semester in response to the Spring 2020 Coronavirus pandemic. This change is shown in *red italicized font* in the academic calendar below.

For graduation deadlines, please go to the **Graduation Timelines** page.

Description	<u>Full</u> <u>Semester</u>	7.5 Week: Session I	7.5 Week: Session II
Schedule of Classes Available in Patriot Web	Mon. Mar 9	Mon. Mar 9	Mon. Mar 9
Priority Dates Begin	TBD	TBD	TBD
Consortium Registration Deadline	TBD	N/A	N/A
First Day of Fall Classes: Payment Due Date	Mon. Aug 24	Mon. Aug 24	Mon. Oct 19
Last Day to Submit Domicile Reclassification Application	Mon. Aug 24	Mon. Aug 24	Mon. Aug 24
Last Day to Add: All Individual Sections Forms Due	Mon. Aug 31	Wed. Aug 26	Wed. Oct 21
Labor Day: University Closed	Mon. Sept 7	Mon. Sept 7	N/A
Last Day to Drop: With 100% Tuition Refund	Tue. Sept 8	Fri. Aug 28 (Final Drop)	Fri. Oct 23 (Final Drop)

Description	<u>Full</u> <u>Semester</u>	7.5 Week: Session I	7.5 Week: Session II
Drop period begins: 50% Tuition Refund Period Begins	Wed. Sept 9	N/A	N/A
Final Drop Deadline: Last Day for 50% Tuition Refund	Tue. Sept 15 (Final Drop)	N/A	N/A
Unrestricted Withdrawal Period: 100% Tuition Liability	Wed. Sept 16 - Mon. Sept 28	Sat. Aug 29 - Fri. Sept 11	Sat. Oct 24 – Fri. Nov 6
Mid-term Evaluation Period: 100-200 level classes - Grades Available via Patriot Web	Mon. Sept 21 - Fri. Oct 16	N/A	N/A
<u>Selective Withdrawal Period</u> - Undergraduate Students Only (100% tuition liability)	Tue. Sept 29 - Wed. Oct 28	Sat. Sept 12 -Fri. Sept 18	Sat. Nov 7 – Fri. Nov 13
Fall Break (Classes Do Not Meet)	Mon. Oct 12	N/A	N/A
Monday Classes/Labs Meet (Tuesday Classes Do Dot Meet This Week)	Tue. Oct 13	N/A	N/A
Incomplete Work from Spring/Summer 2020 Due to Instructor	Sat. Dec. 5	N/A	N/A
Incomplete Grade Changes from Spring/Summer 2020 Due to Registrar	Fri. Dec. 11	N/A	N/A
Thanksgiving Recess: No Classes (University Closed Nov. 26-29)	Wed. Nov 25 - Sun. Nov 29	N/A	Wed. Nov 25 - Sun. Nov 29
Dissertation/Thesis Deadline	Fri. Dec 4	N/A	N/A
Last Day of Class	Sat. Dec 5	Mon. Oct 12	Wed. Dec 9
Reading Day(s): 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.	Mon. Dec 7 - Tue. Dec 8	N/A	N/A
Examination Period	Wed. Dec 9 - Wed. Dec 16	Tues. Oct 13 –Wed. Oct 14	Thu. Dec 10 –Fri. Dec 11
Winter Graduation	Thu. Dec 17	Thu. Dec 17	Thu. Dec 17
Degree Conferral Date	Sat. Dec 19	Sat. Dec 19	Sat. Dec 19

