

**Bachelor of Applied Arts (Media Studies)
Diploma in Media Communications**

Winter 2021

Section(s): 01

MDST 3030: Event Management

Instructional Support

Instructor Name:	Elliott Silverstein
Instructor Email:	elliott.silverstein@guelphhumber.ca
Office Hours:	By appointment
Program Head:	Kathy Ullyott
Email and Extension:	kathy.ullyott@guelphhumber.ca ; ext. 6238
Academic Advisor:	Nasreene Corpuz
Email and Extension:	nasreene.corpuz@guelphhumber.ca ; ext. 6078
Guelph Humber Website:	www.guelphhumber.ca

Course Details

Pre-requisites:	MDST*1080
Co-requisites:	None
Restrictions:	None
Credits:	0.50
Course Website (If applicable):	http://www.onlineguelphhumber.ca/
Method of Delivery:	3-1 (Lecture/Lab)

Calendar Description

Special Events play a vital role in virtually every sector of public relations. In this course students develop their analytical, organizational, and creative thinking skills as they individually prepare detailed special event plans and, as a group, organize, execute, and evaluate an event on behalf of an external client. They develop event themes, select appropriate venues, prepare budgets, explore protocol and etiquette issues, and select appropriate evaluation techniques. Students also tour a facility to examine its administrative, catering and meeting/convention services facilities.

Course Learning Outcomes

On completion of this course the student will be able to:

1. Identify and distinguish the characteristics of various types of special events.
2. Define objectives for various types of special events.
3. Given objectives, select an appropriate type of special event.
4. Given appropriate information, calculate the return on investment of a specific event.
5. Conduct a feasibility analysis of a special event.
6. Prepare an event proposal.
7. Apply project management techniques to the management of a special event.
8. Write a detailed special event plan.
9. Identify, evaluate and manage the risks associated with a special event.
10. Organize and conduct effective meetings, and prepare comprehensive minutes of same.
11. Apply protocol considerations to the planning and execution of an event.
12. Utilize appropriate management tools and resources in execution of an event.
13. Negotiate contracts with service suppliers.
14. Select event elements based on suitability and cost.
15. Determine appropriate methods of quantitative and qualitative analysis of events.
16. Perform a cost-benefit analysis of an event.

Learning Resources

Required Textbook(s)

Title:	Event Management
Author:	Judy Allen
Edition:	2 nd
ISBN:	978-0-470-15574-5
Publisher:	Wiley

Supplementary Text/Other

Additional readings/video will be distributed either in class or posted to class website

Course Schedule

Lesson/ Week	Topic	Readings/Activities
1	<p>January 14, 2021</p> <p>Introduction to the Event Management course:</p> <ul style="list-style-type: none"> - Review course outline - Understanding your expectations for the course - Discussing key assignments and expectations for the course - Hand out/discuss course assignments <p>Understanding Event Management</p> <ul style="list-style-type: none"> - Introduction to the types of events - Different elements for corporate vs. public - Principles of event planning/event management 	Chapter 1
2	<p>January 21, 2021</p> <p>The Planning Process</p> <ul style="list-style-type: none"> - Selecting the appropriate venue - Researching and selecting the appropriate date - Site inspections - what to consider/look for - Floor mapping and spacing 	<p>Chapter 3</p> <p>Chapter 6 (pages 202-208)</p> <p>Additional readings posted to the course website</p>
3	<p>January 28, 2021</p> <p>Conducting effective meetings</p> <p>Communications with your clients and colleagues</p> <p>Developing effective agendas and minutes</p>	Readings posted to the course website
4	<p>February 4, 2021</p> <p>Budget Management</p> <p>Project Management</p> <ul style="list-style-type: none"> - Work back schedules / developing critical path - Delegation and tasks 	<p>Chapter 2 (and review budget portion in Chapter 1)</p> <p>Use of Microsoft Excel, Google Sheets or comparable spreadsheet software</p>
5	<p>February 11, 2021</p> <p>Creating the hype/buzz</p> <ul style="list-style-type: none"> - Event marketing (promotions and sponsorships) - Social media - How everything ties to Public Relations 	<p>Chapter 9</p> <p>Additional readings posted to the course website</p>

Lesson/ Week	Topic	Readings/Activities
	Mid-term discussion and recap	
	Winter Break	Winter Break
6	February 25, 2021 Mid Term Exam	No additional readings
7	March 4, 2021 The Guest Experience - Invitations/RSVP, Food and beverage, registrations, event flow, swag - Inviting and hosting special guests Corporate/Industry events (how they differ) - Breakout sessions and rooms - Sourcing and managing guest/keynote speakers - Corporate meetings/General meetings and how they differ	Chapter 5 Chapter 7 Additional readings posted to the course website
8	March 11, 2021 Contracts and service agreements - Vendor management and suppliers (e.g. AV services, staging, entertainment) - Volunteer and staff management (ambassadors)	Chapter 6 (and review Chapter 9)
9	March 18, 2021 Agility in event planning and execution Adjusting legacy events in a pandemic The rise of virtual events	Readings posted to the course website
10	March 25, 2021 Risk Management and Crisis Communications - Preparing for the worst (planning, event issues, PR, localized emergency) - Crisis plan/execution	Readings posted to the course website
11	April 1, 2021 Media and Public Relations - Incorporating webcasts, audio/video streams - PR elements (press releases, briefing note, Q&A,	Readings posted to the course website

Lesson/ Week	Topic	Readings/Activities
	spokesperson)	
12	April 8, 2021 Group case study presentations	
Final Exam (to be scheduled within final exam period)		

Evaluation and Due Dates

Evaluation	Weighted Total (of final grade)	Due Date
Assignment #1 - Site Inspection/Floor Plan	15%	February 4, 2021
Mid Term Exam	20%	February 25, 2021
Assignment #2 – Budgeting/Event Execution	15%	March 18, 2021
Group Case Study (Consists of: Presentation, Group Submission, Individual Submission, Status Meeting)	35%	Status– March 4, 2021 Presentations – April 8, 2021
Weekly class reflections (4)	10%	Ongoing
Attendance/Participation/Engagement	5%	Ongoing
Total:	100%	

NOTE: All final exams are 2 hours in length and will be scheduled by Registrarial Services.
[All final exam schedules are available on the University of Guelph-Humber website.](#)

Assignment Details

See documentation distributed by instructor

Late Assignment Policy

Any assignment submitted late will be subject to a five (5) per cent penalty per day while the assignment remains outstanding. Assignments will not be accepted five (5) days after the set due date, at which point a grade of 0 will be awarded.

Drop Box Policy

If late submissions are permitted by the late policy of this course outline, such assignments must be electronically submitted after the due date through the Drop Box on the course website.

Plagiarism Detection Software

NOTE: The University of Guelph-Humber Undergraduate Calendar states:

“Students need to remain aware that instructors have access to and the right to use electronic and other means of detection.”

Accordingly, instructors may decide to use originality checking services, such as Turnitin.com, and invigilation software to ensure that submitted work conforms to the university’s Academic Misconduct policy. The instructor will notify students of such requirements in advance. More information on Academic Misconduct is included below in this outline.

Turnitin

In this course, your instructor may use Turnitin, integrated with the CourseLink **Dropbox** tool, to detect possible plagiarism, unauthorized collaboration or copying as part of the ongoing efforts to maintain academic integrity at the University of Guelph.

All individual assignments submitted to the **Dropbox** tool will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. Use of the Turnitin.com service is subject to the Usage Policy posted on the Turnitin.com site.

A major benefit of using Turnitin is that you will be able to educate and empower yourself in preventing academic misconduct. In this course, you may screen your own assignments through Turnitin as many times as you wish before the due date. You will be able to see and print reports that show you exactly where you have properly and improperly referenced the outside sources and materials in your assignment.

The Turnitin tool is used in this course and is integrated with the **Dropbox** tool. To learn more about [Turnitin’s privacy pledge](#) and [Turnitin’s commitment to accessibility](#), please visit their website.

http://turnitin.com/en_us/about-us/privacy

http://turnitin.com/en_us/about-us/accessibility

Recording of Materials

Presentations which are made in relation to course work—including lectures—should not be recorded or copied without the permission of the presenter, whether the instructor, a classmate or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

Academic Policies

Important University of Guelph-Humber Academic Regulations

Academic Integrity / Academic Honesty

Academic misconduct is behaviour that erodes the basis of mutual trust on which scholarly exchanges commonly rest, undermines the University's exercise of its responsibility to evaluate students' academic achievements, or restricts the University's ability to accomplish its learning objectives.

The University takes a serious view of academic misconduct and will severely penalize students, faculty and staff who are found guilty of offences associated with misappropriation of others' work, misrepresentation of personal performance and fraud, improper access to scholarly resources, and obstructing others in pursuit of their academic endeavours. In addition to this policy, the University has adopted a number of policies that govern such offences, including the policies on Misconduct in Research and Scholarship and the Student Rights and Responsibilities regulations. These policies will be strictly enforced.

It is the responsibility of the University, its faculty, students and staff to be aware of what constitutes academic misconduct and to do as much as possible through establishment and use of policies and preventive procedures to limit the likelihood of offences occurring. Furthermore, individual members of the University community have the specific responsibility of initiating appropriate action in all instances where academic misconduct is believed to have taken place. This responsibility includes reporting such offences when they occur and making one's disapproval of such behaviour obvious.

University of Guelph-Humber students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students should also be aware that if they find their academic performance affected by medical, psychological or compassionate circumstances, they should inform the appropriate individuals, (instructors, Academic Advisor) and follow the available procedures for academic consideration outlined in the University's calendar.

[Students are encouraged to review the policy, as stated within the University of Guelph-Humber Undergraduate Calendar.](#)

Grading Procedures

Feedback to students on work completed or in progress is an integral part of teaching and learning in that it allows students to measure their understanding of material and their progress on learning objectives. Feedback often goes beyond grading-an indication of the standard achieved-to include comments on the particular strengths and weaknesses of a student's performance. While the nature and frequency of such feedback will vary with the course, the University of Guelph is committed to providing students with appropriate and timely feedback on their work. ***Instructors must provide meaningful and constructive feedback, reflecting a minimum of 20% of the final grade, prior to the 40th class day.*** This may include but is not

exclusive to returning papers, assignments, in-class or laboratory quizzes, laboratory reports, or mid-term examinations prior to the 40th class day. In research and independent study courses, instructors must provide students with a realistic idea of their performance by discussing progress directly with the student and, if necessary, identify specific areas for improvement. This may include the assessment of a research plan, literature review, annotated bibliography, oral presentation or other assessment tools.

Missed Final Exams / Deferred Privileges

When students do not write a required final examination, complete a final assignment, or complete a work term report prior to the last class date, they must request Academic Consideration to be considered for a deferred privilege. When granted, a deferred privilege allows a student the opportunity to complete the final course requirements after the end of the semester, but during established timelines.

Please note that faculty members do not grant deferred privileges. Faculty can only grant academic consideration for work that is due during the semester and cannot grant extensions beyond their deadline for submission of final grades.

The nature of the deferred privilege may take the form of either a deferred condition or a deferred examination. The Admissions and Academic Review Sub-Committee grants deferred privileges on the basis of **medical**, **psychological** or **compassionate** consideration. Please see your Admission and Program advisor for details.

It is the student's responsibility to be familiar with the University's policies and Academic Regulations. [These policies can be found on the University of Guelph-Humber website.](#)

Disclaimer

Please note that the ongoing COVID-19 pandemic may necessitate a revision of the format of course offerings and academic schedules. Any such changes will be announced via CourseLink and/or class email. All University-wide decisions will be posted on the COVID-19 website [<https://www.guelphhumber.ca/fall-covid-info>] and circulated by email.

Illness

The University will not require verification of illness (doctor's notes) for the fall 2020 or winter 2021 semesters.

Appendix A

There are three assignments this semester along with weekly reflections based on class lectures.

Site Inspection / Floor Plan assignment (15%) – Due February 4, 2020

Using the elements learned through course readings and in-class discussions, for this assignment you will need to envision that you are developing a conference event that will feature roughly 250 delegates. For this assignment, you will need to use one of the styles discussed in class as a reference for your site inspection strategy and floor plan development, along with finding two (2) viable options in the Greater Toronto Area (GTA) where you could host this conference. The assignment outline will highlight additional written requirements along with floor plan development.

Budgeting/Event Execution Assignment (15% of grade) – Due March 18, 2021

One of the best ways to understand the intricacies of event management is hands on experience. For this assignment, you will be tasked with developing planning materials for an event. As part of this assignment, you will need to assess the event, and as part of your response provide a comprehensive budget/action plan.

Group Case Study Assignment (Presentation/Group Submission/Individual Submission/Mid term Status Meeting)

Due date: April 8, 2021

For this assignment, your group is the event management team responsible for organizing and activating the specific case study/project assigned to you. Each group will be required to concentrate on their specific case, and develop the materials listed below to support the organization/business efforts. Depending on availability, opportunities to work on actual projects may be assigned to some teams.

Part 1 – In-class presentation – Approximately 30 minute presentation.

Part 2 – Written components - Overview of the intended actions, an event flow/timeline of events, along with a Budget/Estimates document, press release/internal corporate memo promoting the event, along with social media elements supporting your effort will be required

Part 3 - Personal reflection (submitted by each team member individually into the Dropbox)

Part 4 – Team Status Meeting – mid point status conversation/update per group

Class Reflections (10%)

Students will be required to submit four (4) reflections over the course of the semester. Each reflection is a minimum of 250 words. Two (2) of the reflections must be from the first half of the semester (through Week 5). Two (2) from the second half of the semester (Weeks 7 through 11).