

Western Technical College

10109108 Hospitality Event Management

Course Outcome Summary

Course Information

Description	Students will plan a successful event. Fundraising, sponsorship and marketing will be addressed. Included are pre-planning activities, risk management, managing on-site meeting needs, and conducting follow up activities. Attention will be paid to budgeting, staffing, contracts and net-income.
Career Cluster	Hospitality and Tourism
Instructional Level	Associate Degree Courses
Total Credits	3
Total Hours	54

Textbooks

Complete Idiot's Guide to Meeting and Event Planning. 2nd Edition. Copyright 2006. Craven, Robin E., Lynn Johnson-Golabowski, and D'Etta Waldoch. Publisher: Penguin Random House LLC. **ISBN-13:** 978-1-59257-462-9. Required.

Course Competencies

1. Analyze the components of an effective meeting

Assessment Strategies

- 1.1. Written Product
- 1.2. Reflection

Criteria

You will know you are successful when

- 1.1. you identify the who, what, where, when, and how of a meeting.

Learning Objectives

- 1.a. Investigate Bob's Rules of Order for meeting minutes
- 1.b. Determine goals and objectives
- 1.c. Determine needs of audience/attendees
- 1.d. Determine topics and activities for the meeting
- 1.e. Identify any supplies and/or technology needs
- 1.f. Create an agenda for the meeting

2. Analyze the components of an effective event.

Assessment Strategies

- 2.1. Reflection

2.2. Written Product

Criteria

You will know you are successful when

- 2.1. you identify the who, what, where, when, and how of an event.

Learning Objectives

- 2.a. Define an event.
- 2.b. Explore various types of events : conference, exhibit, tradeshow, festival, fundraiser, wedding, etc
- 2.c. Explore what makes an event memorable: awards, gifts, door prizes, speakers, contests, games, etc.
- 2.d. Consider components of the event environment: theme, decor, focal point, furnishings, staging, etc
- 2.e. Determine needs of audience/attendees
- 2.f. Explore event evaluation procedures (event follow-up).

3. Plan an effective meeting.

Assessment Strategies

- 3.1. Written Product
- 3.2. Reflection

Criteria

You will know you are successful when

- 3.1. you create a checklist of meeting components
- 3.2. you develop goals and objectives.
- 3.3. you develop an agenda.
- 3.4. you facilitate a meeting.
- 3.5. you implement a feedback tool to measure meeting effectiveness.
- 3.6. you evaluate the success of the meeting.

Learning Objectives

- 3.a. Compile meeting details
- 3.b. Develop goals and objectives.
- 3.c. Develop an agenda.
- 3.d. Develop an evaluation form.

4. Organize preplanning activities for an event.

Assessment Strategies

- 4.1. Written Product
- 4.2. Reflection

Criteria

You will know when you are successful when:

- 4.1. you identify expected outcomes of an event
- 4.2. you write SMART goals for an event
- 4.3. you verify the Why, Who, Where, When, and What for an event
- 4.4. you develop a budget for an event
- 4.5. you identify specific event needs (i.e.personnel, space, supplies, venue, vendors, entertainment, infrastructure, food & beverage, etc)
- 4.6. you create the initial event timeline and production schedule

Learning Objectives

- 4.a. Prepare a budget.
- 4.b. Understand the importance of marketing for your event
- 4.c. Consider all event needs (i.e. venue, vendors, entertainment, infrastructure, food & beverage, etc)
- 4.d. Specify the scope, concept, components, and feasibility of an event project.
- 4.e. Assess the needs, available resources, and constraints of an event project.
- 4.f. Develop specifications for standards of quality, time, cost, and effort.
- 4.g. Identify scheduling elements of an event using timelines and/or production schedules.

5. Analyze event location, site, or venue.

Assessment Strategies

- 5.1. Written Product
- 5.2. Reflection

Criteria

You will know you are successful when

- 5.1. you create a checklist to evaluate potential sites
- 5.2. you describe how to use the space/floor plan for your venue.
- 5.3. you explain the need for compliance with federal, state, regional, or provincial laws and/or ordinances.
- 5.4. you explain the need for compliance with ADA and/or health and safety ordinances.

Learning Objectives

- 5.a. Examine site specifications and selection criteria based on the event's requirements (space, cost, facility, personnel, etc).
- 5.b. Identify criteria to select a suitable site.
- 5.c. Explore how floor plan/space are developed.
- 5.d. Examine elements of a site plan.
- 5.e. Identify compliance instruments.
- 5.f. Identify ADA compliance regulations.

6. Determine the infrastructure needs for the event.

Assessment Strategies

- 6.1. Written Product
- 6.2. Reflection

Criteria

You will know you are successful when

- 6.1. you create a checklist of infrastructure considerations.
- 6.2. you describe the transportation needs for an event
- 6.3. you explain the waste management controls needed.
- 6.4. you describe utility needs for the event.
- 6.5. you identify tools needed for communication for the event.

Learning Objectives

- 6.a. Examine various transportation services required for an event (mass transit, public, ground, travel modes, etc.)
- 6.b. Examine parking needs of event.
- 6.c. Organize waste control plans (human, trash containers, recycling, onsite clean-up, etc.)
- 6.d. Identify necessary utilities for an event (lights, water, power, heating, air conditioning, etc.)
- 6.e. Assess the needs for wifi or internet connection.
- 6.f. Assess the hardware needs for communicating with your audience, security, personnel, etc.

7. Determine the needs of the audience/attendees.

Assessment Strategies

- 7.1. Written Product
- 7.2. Reflection

Criteria

You will know you are successful when

- 7.1. you create a needs assessment checklist for audience/attendees.
- 7.2. you identify which method will be used to inform attendees of the event
- 7.3. you describe how guests will be greeted at the event.
- 7.4. you explain an ADA compliant seating plan

Learning Objectives

- 7.a. Explore the difference between registration and invitations.
- 7.b. Examine guest greeting plans.
- 7.c. Identify seating arrangements based on audience and venue
- 7.d. Identify ADA requirements for seating

8. Identify appropriate entertainment for the event.

Assessment Strategies

- 8.1. Written Product
- 8.2. Reflection

Criteria

You will know you are successful when

- 8.1. you develop a needs assessment checklist for event's entertainment.
- 8.2. you identify event content when booking activities.
- 8.3. you evaluate prospective speakers and presenters for event.
- 8.4. you evaluate pricing and costs for activities.

Learning Objectives

- 8.a. Examine entertainment needs for event.
- 8.b. Consider event content when booking activities
- 8.c. Examine appropriate activities for this particular event.
- 8.d. Evaluate the selection process for hiring professional entertainment (consider audience, event purpose, venue, timing, etc.)
- 8.e. Examine criteria for selecting speakers and presenters.
- 8.f. Explore costs of booking entertainment

9. Identify food and beverage needs for the event.

Assessment Strategies

- 9.1. Written Product
- 9.2. Reflection

Criteria

You will know you are successful when

- 9.1. you create a needs assessment checklist for food and beverage review for event
- 9.2. you develop criteria for vendor selection for an event.
- 9.3. you develop criteria for creating a menus
- 9.4. you identify liquor liability concerns for any event.
- 9.5. you create a sample BEO for this event.

Learning Objectives

- 9.a. Explore menu development.
- 9.b. Consider special meal needs when developing a menu
- 9.c. Explore food and beverage providers that meet the needs of this event (audience, venue, budget).
- 9.d. Examine process to coordinate types of beverage service for event.
- 9.e. Investigate Banquet Event Orders (BEOs) and Banquet Prospectuses (BPs) templates.
- 9.f. Examine laws related to serving alcohol at an event
- 9.g. Examine ways to mediate and/or monitor alcohol consumption at an event.

10. Identify safety and security needs.

Assessment Strategies

- 10.1. Written Product
- 10.2. Reflection

Criteria

You will know you are successful when

- 10.1. you create a checklist to identify safety hazards and security concerns of an event.
- 10.2. you identify the type of insurance needed at the event
- 10.3. you develop a security plan for the event
- 10.4. you develop a plan to address event emergencies.

Learning Objectives

- 10.a. Examine event risk management.
- 10.b. Determine need for insurance at event
- 10.c. Identify steps to coordinate a safe and secure event.
- 10.d. Plan for emergencies at event.

