Undergraduate Distance Education Review Form
(Required for all courses taught by distance education for more than one-third of teaching contact hours.)

Existing and Special Topics Course

Course: HRIM 281 Introduction to Special Event Management in the Hospitality Industry

Instructor(s) of Record: Linda Parrish Sullivan

Phone: 724-357-3811   **Email:** Linda.Sullivan@iup.edu

Step Two: Departmental/Dean Approval
Recommendation: ☑ Positive (The objectives of this course can be met via distance education)

☐ Negative

Signature of Department Designee   9-25-12 _Date_

Endorsed: _Mary E. Sund_ _Signature of College Dean_   9/25/12 _Date_

Forward form and supporting materials to Liberal Studies Office for consideration by the University-wide Undergraduate Curriculum Committee. Dual-level courses also require review by the University-wide Graduate Committee for graduate-level section.

Step Three: University-wide Undergraduate Curriculum Committee Approval
Recommendation: ☑ Positive (The objectives of this course can be met via distance education)

☐ Negative

Gail Sechrist 10/3/12
_Signature of Committee Co-Chair_   _Date_

Forward form and supporting materials to the Provost within 30 calendar days after received by committee.

Step Four: Provost Approval

☒ Approved as distance education course   ☐ Rejected as distance education course

Gerald W. Intemann   10/5/12
Signature of Provost   _Date_

Forward form and supporting materials to Associate Provost.

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ASSOCIATE PROVOST OFFICE
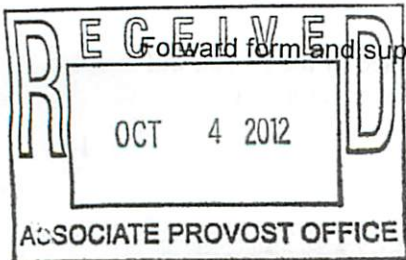
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Liberal Studies

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Liberal Studies

Undergraduate Distance Education Review Form

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Existing and Special Topics Course

Course: HRIM 281 Introduction to Special Event Management in the Hospitality Industry

Instructor(s) of Record: Linda Parrish-Sullivan

Phone: 724-357-3811   **Email: Linda.Sullivan@iup.edu**

Step One: Proposer

A. Provide a brief narrative rationale for each of the items, A1- A5.

1. How is/are the instructor(s) qualified in the distance education delivery method as well as the discipline?

   Linda Sullivan has successfully taught distance education classes for IUP for the past eleven years. In addition, she taught distance education classes for four years prior to her employment at IUP. She has also taught the course content of Special Event Management as a concentration area in Hotel Sales for over twenty years in addition to extensive industry experience in special event management.

2. How will each objective in the course be met using distance education technologies?

   For each of the following objectives, after reading the assigned chapter and viewing the chapter voice-over PowerPoint presentation, the distance education technological application will include:

   Objective 1: The students will participate in a guided Chat Room discussion to examine the economic impact as well as the challenges/rewards/opportunities involved in managing a special event in the hospitality industry. The Chat Room discussion will require the students to apply learned course information and will enhance the students' awareness of the significance of the issues. Feedback and further insight will be provided by the instructor.

   Objective 2: Each student will be required to select a special event commonly encountered in hospitality properties. The students will then research and prepare a PowerPoint presentation. These presentations will be posted to the LMS as a workshop assignment. Each member of the class will then be required to view each of the PowerPoint presentation and take notes based on the information contained in each presentation. The information will provide the basis for mid-term examination questions. The instructor will provide feedback to the student presenter as a graded assignment.

   Objective 3: The students are required to create a fictional client for the purpose of their Special Event Proposal. Based on the requests of the client, the student will utilize the information regarding the selection of various essential factors to design a Special Event Proposal and advise their client. The students will be provided with appropriate websites links for further information on each topic. Each topic will require the student to submit a workshop assignment for review and feedback by the instructor. This information will be later utilized by the student in their Final Special Event Proposal.

   Objective 4: The student will be required to identify the safety, security and legal issues applicable to their individual Special Event Proposal. A workshop assignment will require the students to specifically define all issues and prepare contingency and emergency plans for any potential problem. This information will be later utilized by the student in their Final Special Event Proposal.

   Objective 5: Utilizing suggested website links for vendors, the workshop submitted by the student will discuss how the student will integrate this information into their comprehensive event proposal.

1

Objective 6: Detailed instructions and rubric will be provided to explain the comprehensive Special Event Proposal during the first week of the course. The students will access numerous Internet sites devoted to RFPs (Request-for-Proposal) and be instructed on industry practices of preparing and presenting special event proposals for guests/clients. This proposal fulfills the central purpose of the course, which is to guide the students in developing a state-of-the-art, electronic Special Event Proposal based on the extensive information presented in the lectures. This proposal will be submitted to the instructor through the LMS.

Objective 7: The students will explore the many traditional as well as 'hidden job opportunities" within the hospitality special event industry through each of the sessions through Internet. Chat Room discussions will provide information and insight critical to the success of the hospitality student securing meaningful employment and internship opportunities in the management of special events in the hospitality industry.

3. How will instructor-student and student-student, if applicable, interaction take place?

The student will be required to read the text material, view the PowerPoint presentations with voice-overs, complete individualized workshops, exams, participate in faculty-facilitated chat rooms and submit a final Special Event Proposal in order to provide optimal instructor-to-student and student-to-student interaction.

4. How will student achievement be evaluated?

Student achievement will be evaluated through the grading of workshop assignments, examination grades, points earned through participation in the chat room format and a Final Special Event Proposal. All grading criteria are explained in the syllabus provided on the course homepage.

5. How will academic honesty for tests and assignments be addressed?

Since this course is designed to assist students in developing their industry-specific skills to be utilized in Hospitality industry internships and employment along with strategies to successfully seek and find employment in the special event industry; students have a vested interest in developing their own workshops and proposals. In addition, the academic honesty policy for this course is clearly stated in the syllabus. A random-question format is utilized for all examinations. Each exam is timed.

SEMESTER:	Winter Session 2012
INSTRUCTOR:	Linda Parrish Sullivan
	Assistant Professor
OFFICE:	15 Ackerman Hall
OFFICE HOURS:	Virtual Office Hours Available through Chat Room or Email
TELEPHONE:	(724)357-3811
E-MAIL:	lsulliva@iup.edu

I. Catalog Description

HRIM 281 Introduction to Special Event Management in the Hospitality Industry

3 class hours

0 lab hours

3 credits

(3c-0l-3cr)

Prerequisites: None

Focuses on the application of hospitality management practices to the planning and implementation of successful special events. Topics emphasized include: an analysis of the factors involved in the social, political, economic, cultural, religious and historical influences on planning decision-making and business strategies, negotiation of contracts, selection of vendors, and preparation of comprehensive special event proposals. The unique application to the hospitality industry practices will be emphasized.

II. Course Outcomes

Upon completion of this course, the student will be able to:

1. Demonstrate an understanding of the significant economic impact of the special event industry on the various segments of the hospitality industry.

2. Discuss various types of special events common to the hospitality industry.

3. Describe industry practices in advising clients in the planning and coordination of venues, invitations, attire, decorations, cuisine, photography, special transportation, music and entertainment.

4. Examine key special event safety, security, and legal issues.

5. Analyze and discuss vendor selection issues, negotiations and concerns.

6. Plan, research, and design simulated special event functions utilizing hospitality industry methodologies.

7. Identify career opportunities and career advancement in special event management in resorts, hotels, catering operations and professional consulting companies.

III. **Course Outline**

DAY #1
    LECTURE:
        Course Introduction
        Anatomy of an Event
        TEXT: Chapter 1
        QUIZ #1
    WORKSHOP #1
        Designing Events

DAY # 2
    LECTURE
        The Event Element Assessment
        TEXT: Chapters 2
        QUIZ #2
    WORKSHOP #2
        Production Scheduling

DAY #3
    LECTURE
        Developing the Event Site
        Text: Chapter 3
        Quiz #3
    WORKSHOP #3
        Venue and Site Selection

DAY #4
    LECTURE
        Accommodating the Audience
        TEXT: Chapter 4
        QUIZ #4
    WORKSHOP 4
        Collateral Materials, Admission Control and Protocol Development
        Team Selection/Event Selection

DAY #5

    LECTURE

        Providing the Event Infrastructure

        TEXT: Chapter 5

        QUIZ #5

    WORKSHOP #5

        Strategic Safe Infrastructure Planning

DAY #6

    LECTURE

        Safe Operations

        TEXT: Chapter 6

        QUIZ # 6

    WORKSHOP #6

        Strategic Safe Infrastructure Planning

DAY #7

    LECTURE

        Coordinating the Environment

        TEXT: Chapter 7

        QUIZ #7

    WORKSHOP #7

        Décor, Staging and Signage Development

DAY #8

    LECTURE

        Fundamentals of Production

        TEXT: Chapter 8

        QUIZ #8

    WORKSHOP #8

        Lights, Camera, Special Effects!

DAY #9

    LECTURE

        Staging the Entertainment Experience

        TEXT: Chapter 9

        QUIZ # 9

    WORKSHOP #9

        Entertainment Basics

DAY #10

    LECTURE

        Food and Beverage Operations

        TEXT: Chapter 10

        QUIZ #10

    WORKSHOP #10

Catered Events: Menus, Service, and Contracts

MID-TERM EXAMINATION

DAY #11
    LECTURE
        Making Event Memories
        TEXT: Chapter 11
        QUIZ #11
    WORKSHOP #11
        Selecting Amenities, Awards, Gifts and Prize Memories

DAY #12
    LECTURE
        Ancillary Programs
        TEXT: Chapter 12
        QUIZ # 12
    WORKSHOP #12
        Planning and Promotion of Trips, Tours, mini-Events, and Sporting
        Activities

DAY #13
    LECTURE
        Vendors and Volunteers
        TEXT: Chapter 13
        QUIZ #13
    WORKSHOP #13
        Planning, Sourcing, Soliciting, Selection and Performance Evaluation of
        Vendors, Volunteers and Support Staff

DAY #14
    LECTURE
        Knowledge Management
        TEXT: Chapter 14
        Strategies for Success
        Professional Event Coordination Career Plan
        TEXT: Chapter 15
        QUIZ #14
    WORKSHOP #14
        Acquisition, Distribution and Storage of Event Information

DAY #15
    Course Review and Summary
    Submission of Comprehensive Special Event Proposal

FINAL EXAMINATION

IV. Evaluation Methods

A. The academic progress in this course will be evaluated on the basis of the following:
   1. Successful completion of workshop assignments
   2. Completion of all examinations
   3. Completion and submission of Wedding Event Project Proposal

B. The final grade for the course will be determined as follows:

   14 WORKSHOP MODULES. The workshop assignments will be utilized to apply theoretical information to actual Industry application. Each workshop is to be submitted through the Assignment tool in Moodle

   2 TESTS and 14 QUIZZES Two tests (mid-term and final) and fourteen quizzes will consist of multiple choice, completion, true-false, and short essay. The final exam will be a comprehensive examination of the course material. All tests are open-book, open-notebook. Each test is timed and must be prepared for as though the exam were closed-book. All tests are administered through the Quizzes module on Moodle.

   1 COMPREHENSIVE SPECIAL EVENT PROPOSAL. By the conclusion of the course, the student will develop a special event proposal utilizing industry practices and procedures. Detailed instructions and a rubric will be provided to the student.

C. The point value and percentage of each of these course requirements is as follows:

14 workshops	10 points each	140 points	19%
14 quizzes	10 points each	140 points	19%
1 mid-term examination	100 points	100 points	14%
1 final examination	150 points	150 points	21%
1 comprehensive Special Event Proposal	200 points	200 points	27%
Total points		730 Points	100%

D. Academic Integrity Policy and Procedures

   1. All students are required to adhere to the Indiana University of Pennsylvania's Academic Integrity Policy and Procedures.
   2. The university's academic integrity policy is part of an ongoing effort to develop a community where trust, honesty, ethical principles, and personal integrity guide interactions with others, thereby providing for orderly academic and scholarly processes.
   3. The policy and procedures are clearly outlined in the University Catalog.
   4. If you have any questions or concerns, please contact the instructor.

V. Grading Scale

90 – 100%   A
80 – 89%   B
70 – 79%   C
60 – 69%   D
59 or below F

VI. Attendance Policy

Student learning is enhanced by regular access of the course and participation in all required examinations and activities. The attendance policy for this class follows the Undergraduate Course Attendance Policy which is included in the Undergraduate Catalog.

VII. Required Textbook

Rutherford Silvers and J. Goldblatt, J. (2012). *Professional Event Coordination, 2ned Edition.* NY: Wiley.

VIII. Special Resource Requirements

According to IUP Distance Learning
http://www.iup.edu/itsupportcenter/howto.aspx?id=85564),
the recommended computing guidelines include:

Software Guidelines
Windows Operating System (XP. Vista. 7)

- Browser
    - Mozilla Firefox 3.6
    - Microsoft Internet Explorer 7 or 8
- Office Productivity Suites
    - Word processing (Microsoft Word 2003 or later, Microsoft Office 2003 or later, OpenOffice)
- Browser Viewers and Players
    - Windows Media Player 7 or later (typically included with Windows)
    - Adobe Flash Player 7 or later
    - Adobe Reader 9 or later
- Other software may be required. Please consult the course syllabus.

Mac OS X (Tiger. Leopard. Snow Leopard)

- Browser
  - Mozilla Firefox 3.6
  - Safari 4 or 5 (not compatible with all university systems)
- Office Productivity Suites
  - Word processing (Microsoft Word 2004 or later, Microsoft Office 2004 or later, OpenOffice)
- Browser Viewers and Players
  - Flip4Mac (support for .wmv files)
  - Adobe Flash Player 7 or later
  - Adobe Reader 9 or later
- Other software may be required. Please consult the course syllabus.

Required Browser Settings

Please consult the browser documentation for specific procedures

- Cookies must be enabled
- JavaScript must be enabled
- Disable popup-blocking for each service (e.g. Moodle)
- Disable additional Toolbars (AIM Toolbar, Google Toolbar, Yahoo Toolbar, etc.) as they can interfere with IUP online services
- Install Java Runtime Environment (JRE)

Connectivity Guidelines

IUP online services are best utilized when accessed via high-speed/broadband Internet connection such as DSL, cable modem, or other high-speed service. Dial-up service may be an option for course material and collaboration that does not rely on media rich content. Please consult the course syllabus for media-rich course material or connectivity requirements.

Other Media Players and Viewers

- Adobe Shockwave
- Microsoft Word Viewer 2007
- Microsoft PowerPoint Viewer 2007
- Microsoft Excel Viewer 2007
- Microsoft Word Viewer 2003
- Microsoft PowerPoint Viewer 2003
- Microsoft Excel Viewer 2003

IX. Bibliography

AEO, BECA and EVA. (2002). *The Guide to Managing Health & Safety at Exhibitions and Events* (The Red Book). Berkhamsted: Association of Exhibition Organizers, British Exhibition Contractors Association and Exhibition Venues Association

Allen, J. (2009). *Event Planning Ethics and Etiquette: A Principled Approach to the Buesiness of Special Event Management.* NY: Wiley.

Allen, J. (2005). *Time Management for Event Planners: Expert Techniques and Time-Saving Tips for Organizing Your Workload, Prioritizing Your Day, and Taking Control of Your Schedule.* NY: Wiley.

Allen, J (2000) *Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events.* NY: Wiley.

Columbus, G. (2011). *The Complete Guide to Careeers in Special Events.* NY: Wiley.

Delaney, D. (2005). *American Wedding: Ritual and Style.* NY: Viking.

Drysdale. J. and Galipeau, J. (2008). *Profitable Menu Planning, 4th Edition.* NY: Prentice Hall.

Fenich, G. (2012). *Meetings, Expositions, Events & Conventions: An Introduction.* NY: Prentice Hall.

Goldblatt, J. (2011). *Special Events: A New Generation and the Next Frontier, 6th Edition.* NY: Wiley.

Goldblatt, J. (2007). *Special Events: The Roots and Wings of Celebration, 5th Edition.* NY: Wiley.

Harris, Set of Special Events Books, 2005

Malouf, L. (2012). *Events Exposed: Managing & Designing Special Events.* NY: Wiley.

Post, E. (2006). *Emily Post's Etiquette.* NY: Harper Collins.

Shock, P. (2011). *On-Premise Catering: Hotels, Convention Ceneters, Arenas, Clubs and More, 2nd Edition.* NY: Wiley.

Tarlow, P. (2002). *Event Risk Management and Safety.* New York: Wiley.

Lesson Plan

Title: Introduction to Special Event Management in the Hospitality Industry

Subject: HRIM 281---Introduction to Special Event Management in the Hospitality Industry

Author: Linda Sullivan

Time Duration: 1 Session

Overview: This is session #1. This is an opportunity to provide an introduction to special event management industry by presenting the impressive and significant current statistics.

Objective: To provide the rationale and foundation upon which to build the skill set necessary for future hospitality managers to work in the lucrative and demanding field of special event management. Through the use of the current statistics, students will be given the opportunity to become more aware of the significance and scope of this field of work. ·

Materials:
- Voice-over PowerPoint provided on the LMS (Moodle or Desire2Learn)
- PowerPoint Handout available for students to print as they are listening to the Lecture.
- State-of the-Industry References Handout provided on the LMS for students to read and/or print

Activities and Procedures:

Students will complete the following:
- Read the Module Assignment for the day's work
- Access the PowerPoint, listen and take notes.
- Reflect on their current career goals and aspirations regarding special event management through a guided Chat Room experience.

Conclusions:
- Participate with class in guided discussion regarding the challenges and rewards of working as a manager of special events in the hospitality industry.
- The PowerPoint will provide a platform for the students to begin to interact with their fellow classmates.
- Post Chat Room Points to Gradebook

SPECIAL EVENT MANAGEMENT
LESSON 1
WHAT'S IT ALL ABOUT?

TOPICS

- What is a Special Event?
- Why have a Special Event?
- Categories of Special Events
- Relationship of Special Events to Tourism
- How are Events Organized?
- What is Event Production?
- Who is the Event Producer?

WHAT IS A SPECIAL EVENT?

A gathering of human beings generally lasting from a few hours to a few days, designed to celebrate, honor, sell, teach about, or observe human endeavors.

WHY HAVE A SPECIAL EVENT?

- Religious
- Political
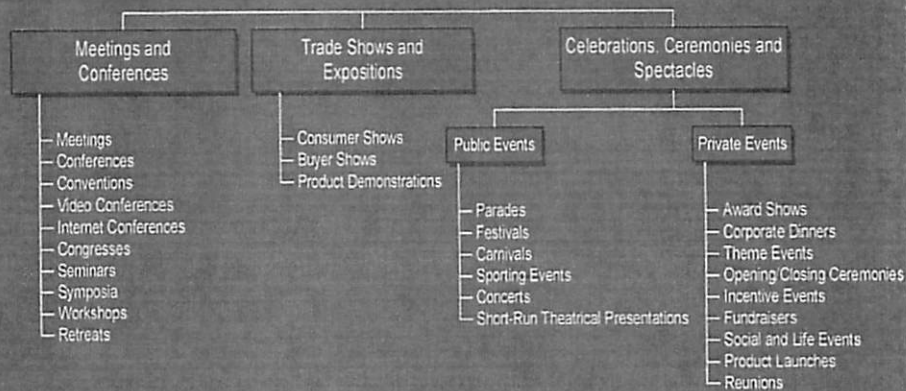- Social
- Educational
- Commercial

WHAT MAKES THEM SPECIAL?

- Must:
    - Be unique
    - Not be regular - generally no more than once a month or less frequently
        - If part of regular series, must be an unusual component of the series
    - Require one or more organizers
    - Conform to the definition (e.g. to celebrate, honor, sell, teach about, observe, human endeavors)

CATEGORIES OF SPECIAL EVENTS

Meetings and Conferences
- Meetings
- Conferences
- Conventions
- Video Conferences
- Internet Conferences
- Congresses
- Seminars
- Symposia
- Workshops
- Retreats

Trade Shows and Expositions
- Consumer Shows
- Buyer Shows
- Product Demonstrations

Celebrations, Ceremonies and Spectacles

Public Events
- Parades
- Festivals
- Carnivals
- Sporting Events
- Concerts
- Short-Run Theatrical Presentations

Private Events
- Award Shows
- Corporate Dinners
- Theme Events
- Opening/Closing Ceremonies
- Incentive Events
- Fundraisers
- Social and Life Events
- Product Launches
- Reunions

NOTES ABOUT THE THREE MAIN CATEGORIES

- Generally all are organized in the same five phases (i.e. Concept and Proposal, Marketing and Sales, Coordination, Execution, Follow-up)

- Some can be sub-categories of others and cross boundaries

- There is commonality in many required skills

- Each main category has its own professional certification (e.g. Meetings – CMP; Trade shows – CEM; Special events – CSEP and CSEC/CSEM)

WHAT IS THE RELATIONSHIP TO TOURISM?

- Events in all three main categories attract tourists
- Events can be of differing scale:
  - Family or small organization
  - Local community
  - City-wide
  - State-wide
  - National
  - International
- Alternative definition of scale and categorization of special events:
  - Major – High in status, large crowd, media
  - Hallmark – Infrequently occurring major event usually tied to specific place (national or international scale)
  - Mega – One-time major event of international scale
- Larger attract more people and dollars IF organized properly!!

EXERCISE: BY OUR DEFINITION(S), WHICH OF THE FOLLOWING ARE SPECIAL EVENTS, WHICH ARE NOT, AND WHY?

- Wedding
- Family outing to the beach
- Shuttle launch and flight
- Piano Recital
- Practicing the piano
- Sunday church service
- Olympic Swim Final
- Conference on Web Design
- Weekly company web designer meeting
- Opening Night of a Broadway play
- A regular night at the play
- Rolling Stones concert
- Little League annual awards dinner
- Art's Festival
- Community Picnic

HOW ARE EVENTS ORGANIZED?

Concept and Proposal Phase
- Preliminary Research
  - Feasibility Analysis
  - Site and Venue Selection
- Initial Event Design
  - Content and Program Development
  - Budget Preparation
  - Proposal Creation

2. Marketing and Sales Phase
- Sale of Sponsorships
- Advertising and Ticket Sales
- Event Go-Ahead Decision

Coordination Phase
- Recruit Volunteers
- Organize Staff
- Contract Suppliers
- Accept Registration and Reservations
- Assess Risks
- Obtain Licenses and Permits
- Commence Production Coordination

4. Execution Phase
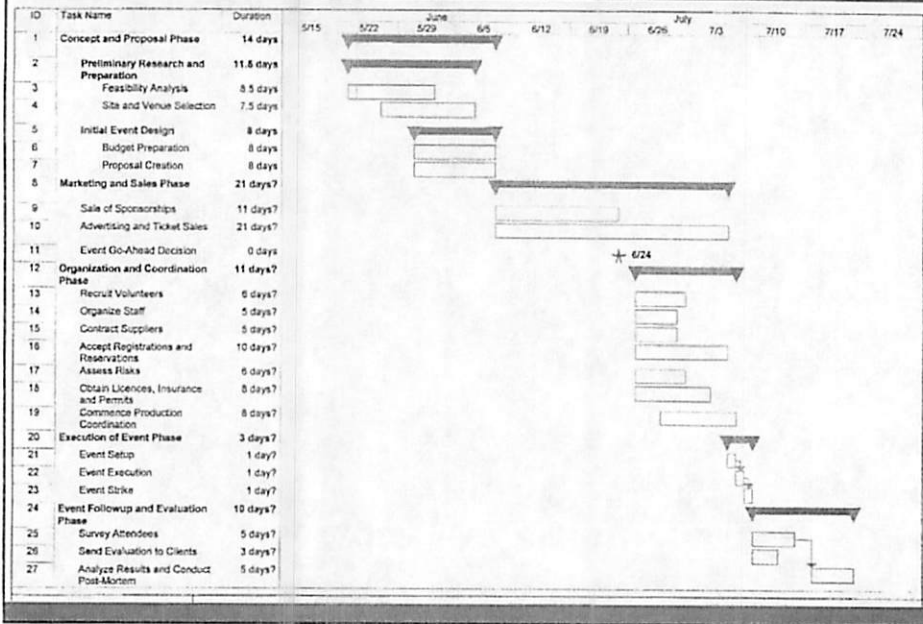- Event Setup, Execution, and Strike

5. Follow-Up Phase
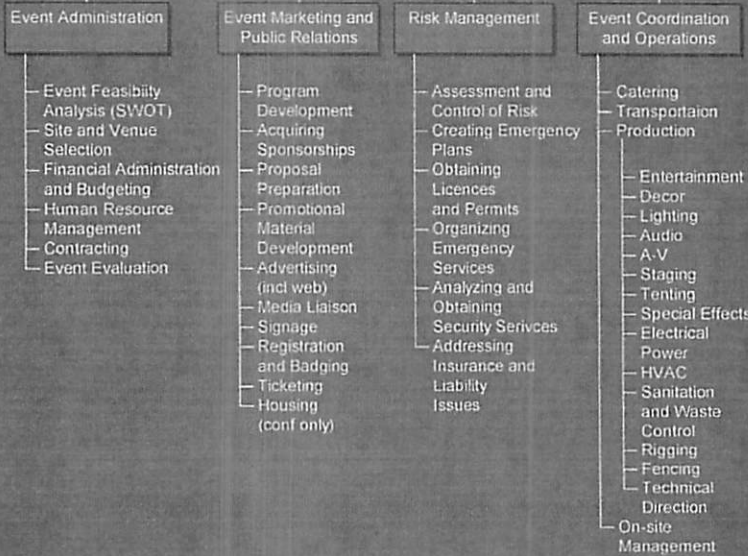- Survey Attendees
- Send Evaluations to Clients
- Analyze Results

SAMPLE EVENT TIMELINE

ID	Task Name	Duration
1	Concept and Proposal Phase	14 days
2	Preliminary Research and Preparation	11.5 days
3	Feasibility Analysis	8.5 days
4	Site and Venue Selection	7.5 days
5	Initial Event Design	8 days
6	Budget Preparation	8 days
7	Proposal Creation	8 days
8	Marketing and Sales Phase	21 days?
9	Sale of Sponsorships	11 days?
10	Advertising and Ticket Sales	21 days?
11	Event Go-Ahead Decision	0 days
12	Organization and Coordination Phase	11 days?
13	Recruit Volunteers	6 days?
14	Organize Staff	5 days?
15	Contract Suppliers	5 days?
16	Accept Registrations and Reservations	10 days?
17	Assess Risks	6 days?
18	Obtain Licences, Insurance and Permits	8 days?
19	Commence Production Coordination	8 days?
20	Execution of Event Phase	3 days?
21	Event Setup	1 day?
22	Event Execution	1 day?
23	Event Strike	1 day?
24	Event Followup and Evaluation Phase	10 days?
25	Survey Attendees	5 days?
26	Send Evaluation to Clients	3 days?
27	Analyze Results and Conduct Post-Mortem	5 days?

WHAT IS EVENT PRODUCTION?

Event Administration
- Event Feasibility Analysis (SWOT)
- Site and Venue Selection
- Financial Administration and Budgeting
- Human Resource Management
- Contracting
- Event Evaluation

Event Marketing and Public Relations
- Program Development
- Acquiring Sponsorships
- Proposal Preparation
- Promotional Material Development
- Advertising (incl web)
- Media Liaison
- Signage
- Registration and Badging
- Ticketing
- Housing (conf only)

Risk Management
- Assessment and Control of Risk
- Creating Emergency Plans
- Obtaining Licences and Permits
- Organizing Emergency Services
- Analyzing and Obtaining Security Serivces
- Addressing Insurance and Liability Issues

Event Coordination and Operations
- Catering
- Transportaion
- Production
  - Entertainment
  - Decor
  - Lighting
  - Audio
  - A-V
  - Staging
  - Tenting
  - Special Effects
  - Electrical Power
  - HVAC
  - Sanitation and Waste Control
  - Rigging
  - Fencing
  - Technical Direction
- On-site Management

EVENT MANAGEMENT TASK MATRIX

Task	General Responsibility Area				Person Usually Responsible
	Event Administration	Marketing and Public Relations	Risk Management	Coordination and Operations	
1. Concept and Proposal Phase					
a. Preliminary Research and Preparation					
Feasibility Analysis					Event Manager
Site and Venue Selection					Event Manager
b. Initial Event Design					
Budget Preparation					Event Manager, Producer, PR Manager (?)
Proposal Creation					Event Manager, Producer, PR Manager (?)
2. Marketing and Sales Phase					
Sale of Sponsorships					Event Manager, PR Manager (?)
Advertising and Ticket Sales					Event Manager, PR Manager (?)
Event Go-Ahead Decision					Event Manager
3. Organization and Coordination Phase					
Recruit Volunteers					Event Manager, HR Manager (?)
Organize Staff					Event Manager, HR Manager (?)
Contract Suppliers					Event Manager, Producer
Accept Registrations and Reservations					Event Manager
Assess Risks					Event Manager, Producer
Obtain Licences, Insurance and Permits					Event Manager, Producer
Commence Production Coordination					Event Manager, Producer, PR Manager (?)
4. Execution of Event Phase					
Event Setup					Event Manager, Producer
Event Execution					Event Manager, Producer
Event Strike					Event Manager, Producer
5. Event Followup and Evaluation Phase					
Survey Attendees					Event Manager
Send Evaluation to Clients					Event Manager, Producer
Analyze Results and Conduct Post-Mortem					Event Manager, Producer

EXERCISE:

You have been given the task of preparing and delivering (in person and in writing) a major creative proposal for the production of three different incentive events for an important client. Think about and then describe all the skills you require to complete this task successfully.

WHO IS THE EVENT PRODUCER?

- Definition
- Skills required
- Habits of effective producers

WHAT MEETING, CONVENTION, AND EVENT PLANNERS DO

- Meeting, convention, and event planners coordinate all aspects of professional meetings and events.

- They choose meeting locations, arrange transportation, and coordinate other details.

MEETING, CONVENTION, AND EVENT PLANNERS TYPICALLY DO THE FOLLOWING:

- Meet with clients to understand the purpose of the meeting or event

- Plan the scope of the event, including time, location, program, and cost

- Solicit bids from places and service providers (for example, florists or photographers)

- Work with the client to choose where to hold the event and whom to contract with for services

- Inspect places to ensure they meet the client's requirements

- Coordinate event services such as rooms, transportation, and food service

- Confer with on-site staff to coordinate details

- Monitor event activities to ensure the client and event attendees are satisfied

- Review event bills and approve payment

THE FOLLOWING ARE TYPES OF MEETING, CONVENTION, AND EVENT PLANNERS:

- *Association planners* organize annual conferences and trade shows for professional associations. Because member attendance is often voluntary, marketing the meeting's value is an important aspect of their work.

- *Corporate planners* organize business meetings, usually under tight deadlines.

- *Government meeting planners* organize meetings for government officials and agencies. Being familiar with government regulations, such as procedures for buying materials and booking hotels, is vital to their work.

- *Convention service managers* help organize major events as employees of hotels and convention centers. They act as liaisons between the meeting facility and the planners who work for associations, businesses, or governments. They present food service options to outside planners, coordinate special requests, and suggest hotel services, depending on the planner's budget.

- *Event planners* arrange the details of a variety of events, including weddings and large parties.

WORK ENVIRONMENT

- Meeting, convention, and event planners spend most of their time in offices.

- During meetings and events, they work on-site at hotels or convention centers, and they often travel to attend events and to visit prospective meeting sites.

- Many work more than 40 hours per week, especially during major events.

- In 2011, meeting, convention, and event planners held about 71,600 jobs.

- Most worked for private companies, and about 9 percent were self-employed.

- Industries employing the largest numbers of meeting, convention, and event planners were as follows:

    ... Business, professional, labor and political organizations 13%

    ... Hotels and motels: 10%

    ... Other support services, including trade show organizers: 9%

    ... Colleges, universities and professional schools: 6%

    ... Grant-making and giving services: 3%

HOW TO BECOME A MEETING, CONVENTION, OR EVENT PLANNER

- Applicants should have at least a bachelor's degree and some related work experience in planning.

- Job opportunities should be best for those with a bachelor's degree in hospitality management.

QUICK FACTS: MEETING, CONVENTION, AND EVENT PLANNERS

- 2011 Median Pay $45,260 per year

- $21.76 per hour

- Entry-Level Education: Bachelor's degree

- Work Experience in a Related Occupation: Less than 1 year

- On-the-job Training: None

- Number of Jobs: 2010 71,600

- Job Outlook: 2010-20 44% (Much faster than average)

- Employment Change: 2010-20.....31,300

  - Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook, 2012-13 Edition*, Meeting, Convention, and Event Planners, on the Internet at http://www.bls.gov/ooh/business-and-financial/meeting-convention-and-event-planners.htm (visited *September 24, 2012*).

CERTIFICATION

CONVENTION INDUSTRY COUNCIL

- Offers the Certified Meeting Professional (CMP) credential, a voluntary certification for meeting and convention planners.

- Although the CMP is not required, it is widely recognized in the industry and may help in career advancement.

- To qualify, candidates must have a minimum of 3 years of meeting management experience, recent employment in a meeting management job, and proof of continuing education credits.

- Those who qualify must then pass an exam that covers topics such as adult learning, financial management, facilities and services, logistics, and meeting programs.

SOCIETY OF GOVERNMENT MEETING PROFESSIONALS (SGMP)

- Offers the Certified Government Meeting Professional (CGMP) credential for meeting planners who work for, or contract with, federal, state, or local government.

- This certification is not required to work as a government meeting planner; however, it may be helpful for those who want to show that they know government buying policies and travel regulations.

- To qualify, candidates must have worked as a meeting planner for at least 1 year and have been a member of SGMP for 6 months.

- To become a certified planner, members must take a 3-day course and pass an exam.

NOW...BACK TO OUR EXERCISE...

The Answers....

IMPORTANT QUALITIES

- *Communication skills.*
  - ... Meeting, convention, and event planners communicate with clients, suppliers, and event staff.
  - ... They must have excellent written and oral communication skills and be able to convey the needs of their clients effectively.
- *Composure.*
  - ... Planners often work in a fast-paced environment and must be able to think on their feet and remain calm under pressure.
- *Computer skills.*
  - ... Planners must be familiar with computers, database software, budgets, and online social media.
- *Customer-service skills.*
  - ... Planners must understand their clients' needs.
  - ... They must act professionally in a variety of situations, know how to keep an audience engaged, and help participants network with peers.

IMPORTANT QUALITIES

- *Interpersonal skills.*
  - ... Planners must be good at establishing and maintaining positive relationships with clients and suppliers.
  - ... They should also be able to help event participants network with peers.
- *Negotiation skills.*
  - ... Planners must be able to negotiate service contracts that get the best prices for their clients.
- *Organizational skills.*
  - ... To provide high quality meetings, planners must be detail-oriented, good at multitasking, and able to meet tight deadlines.
  - ... Many meetings are planned more than a year in advance, so long-term thinking ability is vital.
- *Problem-solving skills.*
  - ... When problems arise, planners must be able to come up with creative solutions that satisfy clients.

THE PURPOSE OF THIS COURSE

Provide the Foundational Skills Required by the
Special Event Industry

IF YOU HAVE ANY QUESTIONS.....

Please email me or join us in our Chat Room......

Special Event Industry Research Sources

Center for Exhibition Industry Research
http://www.ceir.org/
Provides industry statistics and research related to the exhibition industry.

Conworld.net
http://www.conworld.net/
Directory listing a variety of sites related to the convention industry. Covers industry news, hotels, airports and associations, just to name a few.

Expo database
http://www.expodatabase.com/
International directory covering the convention and event planning. Provides listing of events worldwide. Also contains to suppliers, business services and jobs.

EXPOweb
http://www.expoweb.com/
Online newsletter providing information on conventions and expositions worldwide.

International Association of Convention & Visitor Bureaus (IACVB)
http://www.iacvb.org/
Worldwide organization related to convention and visitor bureaus covering 20 countries. Site includes industry news, statistics, etc.

International Special Events Society
http://www.ises.com/
Professional organization for special events; site is education and research oriented.

Meeting Professionals International
http://www.mpiweb.org/
A leading global community for meetings and event planning industry. Site provides online magazines, industry statistics, educational resources and legislative and governmental information.

Meetings & Travel Online
http://www.mtonline.com/
Provides floor plans, meeting room sizes and capacities for meeting and convention centers around the world.

MeetingsNet
http://meetingsnet.com/
Industry portal for planning meetings and events.

Trade show Week Online
http://www.tradeshowweek.com/
Online magazine providing in-depth information on the trade show industry.