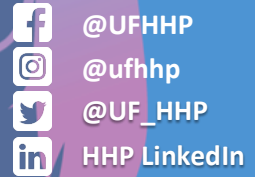


Advanced Event Management

HFT4754 | 3 Credits | Spring 2024

Connect with HHP



INSTRUCTOR

Brianna Blassneck, CMP

Office: FLG206i

Office Phone: 352-294-1680

Email: blassneck@ufl.edu

Preferred Method of Contact: **email or Canvas**

OFFICE HOURS

Tuesday and Thursday 1:00-2:30p or by appointment

MEETING TIME/LOCATION

Tuesday, Period 8, 3-3:50p and Thursday, Periods 8-9, 3-4:55p
FLG270

COURSE DESCRIPTION

This course introduces students to the fundamentals of event planning and management and aims to advance the comprehension of project management and its application to a multitude of events in a globalized context.

The course content is aligned with the Event Management Body of Knowledge (EMBOK) model, the Meeting and Business Events Competency Standards (MBECS) and Event Management International Competency Standards (EMICS), equipping students with the knowledge necessary to pursue successful event or meeting industry careers.

PREREQUISITE KNOWLEDGE AND SKILLS

HFT2750

MATERIALS

Supplemental Materials

Allen, Johny, et al. (2011). *Festival & Special Event Management*, 5th Edition. Australia: John Wiley & Sons, Inc.

Barth, Stephen. (2006). *Hospitality Law-2nd Ed.* Hoboken, NJ: John Wiley & Sons, Inc.

Berlonghi, A. (1990). *The Special Event Risk Management Manual*. Dana Point, CA: Alexander Berlonghi.

Convention Industry Council Manual (2014). *A Working Guide for Effective Meetings and Conventions*, 9th Edition. Convention Industry Council.

Columbus, G. (2011). *The Complete Guide to Careers in Special Events: Step Toward Success*, 1st Edition. Hoboken, NJ: John Wiley & Sons, Inc.

Event Safety Alliance. (2014). *The Event Safety Guide: A Guide to Health, Safety and Welfare at Live Entertainment Events in the United States*. New York, NY: Skyhorse Publishing, Inc.

Goldblatt, J. (2014). *Special Events: Creating and Sustaining a New World for Celebration*, 7th Edition. Hoboken, NJ: John Wiley & Sons, Inc.

Monroe, J.C. (2006). *Art of the Event: Complete Guide to Designing and Decorating Special Events*. Hoboken, NJ: John Wiley & Sons, Inc.

Professional Meeting Management: A Guide to Meetings, Conventions and Events, 6th Edition. USA: Agate B2. Publishing.

Rutherford-Silvers, J. (2012). Professional Event Coordination. New York, NY: John Wiley & Sons, Inc.

Russo, F. E., Eस्कilsen, L. A., & Stewart, R. J. (2009). Public Assembly Facility Management: Principles and Practices-2nd Ed. Coppell, TX: International Association of Venue Management.

Rutherford-Silvers, J. (2008). Risk Management for Meetings and Events. Burlington, MA: Elsevier, Ltd.

Skinner, B. (2002). Event Sponsorship. New York, NY: John Wiley & Sons, Inc.

Sonder, M. (2003). Event Entertainment and Production. New York, NY: John Wiley & Sons, Inc.

Stipanuk, D. M. (2006). Hospitality Facilities Management and Design-3rd Ed. Lansing, MI: American Hotel and Lodging Educational Institute.

COURSE FORMAT

The course will include a combination of lectures, discussions, activities, quizzes, and planning a real event.

Attendance and active participation are essential to the nature of this course.

COURSE LEARNING OBJECTIVES:

By the end of this course, students will be able to:

- Comprehend and apply project management to events.
- Explain the major deliverables associated with project management.
- Understand the economic, social, and political impacts of events.
- Determine appropriate market segments for events.
- Understand the importance of ancillary programs.
- Explain strategies and tactics to maximize event attendance.
- Comprehend the importance of solid fiscal management.
- Evaluate ROI for destinations and sponsoring organizations hosting events.
- Explain volunteer management in relation to events.
- Apply risk management principles to the safe operation of events.
- Generate solutions to overcome challenges in the event industry.
- Understand the importance of cultural sensitivity in event planning and management.

GRADING SCALE

The University's grading system will be used for this course (for information about UF's grades and grading policies, please consult <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>). Feedback on assignments will be provided via Canvas. In accordance, a student's overall performance in this course will be graded as follows:

Letter Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	E
Point Range	100-94	< 94-90	< 90-87	< 87-84	< 84-80	< 80-77	< 77-74	< 74-70	< 70-67	< 67-64	< 64-61	< 61
GPA Points	4.00	3.67	3.33	3.00	2.67	2.33	2.00	1.67	1.33	1.00	0.67	0.00

ASSESSMENT SUMMARY

Assessment Tool	Percent of Grade
Participation	10
Workshop Assignments	40
Final Workshop Presentation	10
Quizzes	25
Final Exam	15

ASSESSMENT OVERVIEW

PARTICIPATION 10%

This is comprised of your attendance, your engagement in class discussion, and contributions to the workshop assignments.

WORKSHOP ASSIGNMENTS 40%

Workshop Assignments provide an opportunity for students to discuss course topics and demonstrate acquired knowledge through analysis and critique. These assignments will be completed as a group and pertain to that week's course material.

- To receive credit for the group is required to:
 - Answer all questions as assigned; or
 - Analyze case study as assigned and present to class; or
 - Complete internet exercises as assigned and present to class; or
 - provide summary of meeting notes.
- Students will not be permitted to make up missed assignments without the appropriate documentation (see the Course Policies).

FINAL WORKSHOP PRESENTATION 10%

Groups will be given a maximum of 10 minutes to present their work to their peers at the end of the term. Instructions for this presentation will be provided in class as well as on Canvas.

QUIZZES 25%

- There will be five (5) online quizzes to be taken outside of the scheduled class meeting time.
- Quizzes will be available at 12am on Friday morning and will be available until 11:59pm Monday night unless otherwise indicated. You will be given a 1-hour period to complete the quiz. Only 1 attempt will be allowed.
- Each quiz will consist of multiple choice, true/false, fill in the blank, and short answer questions.
- Quizzes are not cumulative.
- **Do not miss a quiz!** Make-up quizzes will be given only under the most serious circumstances (e.g., illness, accident, or emergency). Your reasons should be properly documented and may be verified. The instructor will follow the UF policy in deciding whether your circumstances grant a make-up.

FINAL EXAM 15%

- There will be one final exam that will be administered online during final's week.
- You will be given two hours to complete the exam. Only 1 attempt will be allowed.
- This exam will be cumulative of course content and will consist of multiple choice, true/false, fill in the blank and short answer questions.

Any requests for additional extra credit or special exceptions to these grading policies will be interpreted as an honor code violation (i.e., asking for preferential treatment) and will be handled accordingly.

GROUP WORK

I empathize that group work presents challenges. However, in the event industry it is unavoidable. Most often you will be working with a team to complete a project or even a smaller task. This course is designed to help you prepare for those needed interpersonal skills to work in a team effectively. In this course you will have one workshop group.

I will make myself available to assist you in navigating your group project throughout the course. Do not hesitate to reach out if you have any concerns!

COURSE SCHEDULE *(subject to change)*

Due date times are 11:59p unless otherwise specified.

Week	Class Topics	Assignments
1: Jan 8 - 14	Course Introduction Events Industry Overview	
2: Jan 15 - 21	Market Segments of Event Attendees	Workshop #1
3: Jan 22 - 28	Event Attendance	Workshop #2 Quiz 1
4: Jan 29 - Feb 4	Event Objectives Needs Analysis	Workshop #3
5: Feb 5 - 11	Event Budgeting	Workshop #4
6: Feb 12 - 18	Task Timeline	Workshop #5 Quiz 2
7: Feb 19 - 25	Site Selection	Workshop #6
8: Feb 26 - Mar 3	Event Vision Board/Mood Board	Workshop #7
9: Mar 4 - 10	Creating an Event Program Marketing Plan	Workshop #8 Quiz 3
Mar 11 - 17	Spring Break – No Class	
10: Mar 18 - 24	Generating Floorplans/Site Plans	Workshop #9
11: Mar 25 - 31	Risk Management Plans	Workshop #10 Quiz 4
12: Apr 1 - 7	Production Schedule	Workshop #11
13: Apr 8 - 14	Promotional Materials	Workshop #12
14: Apr 15 - 21	Event Overview and Evaluation Final Workshop Presentations	Quiz 5
15: Apr 22 - 24	Final Workshop Presentations	
16: Apr 29	Final Exam	due April 29

Course & University Policies

COURSE POLICIES

Students are expected to be professional, which requires them to:

- Actively participate. Active participation includes asking thoughtful questions, contributing knowledge and ideas relevant to the topic, volunteering answers to questions, and sharing relevant material from other readings, classes, newspapers, and media sources.
- Be punctual with regards to assignments, readings, and due dates.
- Be prepared. Students are required to read all assigned materials.
- Be courteous and respectful to your peers and the instructor.

If students disrupt the class, they will be asked to leave. Disruptive behavior includes:

- Participating in side conversations which are irrelevant to the class subject during class.
- Creating a hostile environment.
- Reading materials irrelevant to the class subject, including reading the newspaper, using your cell phone for any reason, or your laptop for any reason other than taking notes.
- Using cell phones and computers during class for non-class related tasks.
- Working on assignments for another class.
- Leaving the classroom early and arriving late, especially habitually and without a legitimate excuse.

ATTENDANCE POLICY

Failure to attend workshop sessions will result in grade deductions. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with the University's policies and can be found at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Students with prior knowledge of an excused absence must make arrangements to submit assignments prior to the due date. Documentation must be provided to the instructor for an excused absence. Excused absences include, but are not limited to, personal illness, family illness or death, jury duty, religious holiday, and official University activities. Absences will be excused at the instructor's discretion.

DEMEANOR OR NETIQUETTE

Students are expected to behave in a manner that is respectful to the instructor and to fellow students in all email messages, threaded discussions, chats, or any form of communication. Opinions held by other students should be respected in discussion forums. Review the Netiquette Guide for Online Courses for expected student behavior.

LATE ASSIGNMENT POLICY

Assignments must be submitted by the deadline posted by the instructor. A penalty will be enforced if students fail to submit an assignment by the deadline.

- Assignments received within 24 hours after the posted deadline will receive an automatic 10% deduction.
- Assignments received within 48 hours after the posted deadline will receive an automatic 20% deduction.
- Assignments received 48 hours after the posted deadline will receive a zero.

QUIZ POLICIES

Students will complete quizzes at the end of each Module. Quizzes will be made available on Canvas on 12am Friday morning until 11:59pm Monday night, unless otherwise indicated. Students can take quizzes at any time during this period. It is the responsibility of the student to ensure they have access to the Internet and appropriate

technology (computer, tablet, etc.) during this period to take the quiz. Due to the length of time students have to complete the quiz, there will be no make-up quizzes provided. Therefore, it is the responsibility of the student to ensure they do not miss a quiz. If students have any inquiries about quizzes after initial grading, please contact the instructor.

EMAIL

Each of you has a UF email address. It is vital that you maintain an active UF email account and that you check it often. This tentative syllabus is subject to change, and any changes will be transmitted to you via your UF email account and Canvas (see below). Students should email the instructor if they have questions about any of the lectures, readings, assignments, or exams. You should expect a response within about 24-48 hours during weekdays. On holidays or weekends, expect a response in 1-2 business days. The instructor will reasonably expect similar time frames for responses to emails sent to students.

EXTRA CREDIT OPPORTUNITIES

Any extra credit opportunities will be announced via Canvas in the course shell. It is recommended to visit the announcements tab occasionally to ensure you do not miss important information.

UNIVERSITY HONESTY POLICY

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (<https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Academic dishonesty, such as plagiarism and cheating, will not be tolerated. Violation of the UF Academic Honor Code will incur serious consequences. Any act of academic dishonesty will be reported to the Dean of Students Office. Plagiarism and cheating may be punished by failure on the exam, assignment, or project; failure in the course; and/or expulsion. There are no exceptions to this policy. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor.

STUDENTS REQUIRING ACCOMMODATIONS

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center by visiting <https://disability.ufl.edu/students/get-started/>. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

SOFTWARE USE

All faculty, staff and students of the university are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against university policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

PRIVACY

Our class sessions may be audio visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized sharing of recorded materials is prohibited.

IN CLASS RECORDING

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

COURSE EVALUATIONS

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

Resources

The University of Florida has support services available for all students. If you need additional support, you are encouraged to reach out to your instructor.

COUNSELING AND WELLNESS CENTER

Offers services and resources related to a variety of personal concerns, including but not limited to test-related stress, anxiety and depression, substance use, relationships, and sexual orientation and gender. All services are confidential. If a student is having a mental health emergency, they may call 352-392-1575 to speak to a crisis counselor. Additional contact information: 3190 Radio Road, (352) 392-1575. More information can be found at <http://counseling.ufl.edu>.

OFFICE OF VICTIM SERVICES

Recognizes that few events, if any, that may occur in one's life can compare to the potentially traumatizing effects of being a victim of a crime. A victim advocate is available 24/7 to provide support for victims of actual or threatened violence. All services are free and confidential. You can speak to an advocate directly by calling 352-392-5648 during business hours (M-F, 8:00 a.m. – 5:00 p.m.) or 24/7 by calling the University Police Department's Dispatch Center at 352-392-1111. More information can be found at <https://police.ufl.edu/about/divisions/office-of-victim-services/>.

GATORWELL HEALTH PROMOTION SERVICES

Is UF's campus health promotion department. Services include HIV testing, Quit Tobacco coaching, Wellness Coaching for Academic Success, Health Huts, and various other outreach/educational events. GatorWell also provides free condoms and other sexual health resources to students. Visit one of their three campus locations including their main location on the First Floor of the Reitz Union. More information can be found at <http://gatorwell.ufsa.ufl.edu/>.

UF COMPUTING HELP DESK

Is available to help students with technical issues, including CANVAS. You can call the UF Help Desk 24/7 at 352-392-HELP. More information can be found at <http://helpdesk.ufl.edu/>.

U MATTER, WE CARE

Is an initiative committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if someone is in need. If you or a friend is in distress, please contact umatter@ufl.edu. More information can be found at <http://www.umatter.ufl.edu/>.

CAREER CONNECTIONS CENTER

Can help you across the lifespan of your career and is located on the First Floor of the Reitz Union. More information can be found at <https://career.ufl.edu/>.

INCLUSION, DIVERSITY, EQUITY, AND ACCESSIBILITY RESOURCES

For suggestions or concerns related to IDEA, please reach out to any of the following:

- Daniel Rogers, THEM IDEA Representative, dcrogers@ufl.edu
- Dr. Heather Gibson, THEM Undergraduate Coordinator, hgibson@hhp.ufl.edu