

I. COURSE DESCRIPTION: This course will provide the student with an understanding of how organizations use special events as an integral part of their overall public relations and marketing strategy. This course provides the student with the skill set necessary to plan, execute and measure special events. The course will examine each phase of a successful event which includes developing a theme/concept, building a comprehensive event plan and steps involved in planning and executing successful events. The focus is on event project management skills needed to research, design, plan, market, co-ordinate and evaluate. Special emphasis will be placed on the critical role public relations plays throughout the event management process.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of this course, the student will demonstrate the ability to:

1. Identify the critical elements of a special events and how they support Public Relations Strategic Initiatives

Potential Elements of Performance

- Develop comprehensive research for the event that includes pre and post event analysis
- Develop an appropriate theme
- Produce a comprehensive Event Master Plan (EMP)
- Correlate the Event Master Plan (EMP) with PR strategic plan to ensure a synergistic approach
- Identify keys sources of information for the event
- Develop and manage the human resource management plan for the event

- Establish a comprehensive financial/budget plan
 - Establish and manage the link to an effective PR/Event strategic plan
 - Develop and manage a timeline for the production and execution of the event
2. Design and execute effective marketing and promotions programs to create awareness and encourage participation in scheduled events

Potential Elements of the Performance:

- Develop a marketing and communications plan within the overall Event Master Plan (EMP)
 - Develop and implement marketing strategies appropriate for revenue generation
 - Determine merchandising and promotional opportunities and their applications within an event
3. Identify how organizations involve key stakeholders in special events

Potential Elements of the Performance:

- Identify all key stakeholders in the Event Master Plan (EMP)
 - Determine the wants and needs for each stakeholder group
 - Develop plan to involve stakeholders in the event
 - Develop a communication link and feedback mechanism for each stakeholder group
4. Develop staffing plans, including both volunteer and paid staff positions to support the effective and efficient management and execution of events

Potential Elements of the Performance:

- Determine and implement a process for recruiting, selecting,

training, managing and retaining staff and volunteers

- Conduct a needs analysis for each staff /volunteer group
- Apply the principles of TEAM building
- Establish communications guidelines/protocol for event team
- Maintain accurate and confidential paper-based and electronic human resources records
- Comply with current employment, health & safety and human rights legislation
- Evaluate individual and team performance in running the event

5. Prepare event budgets that provide the most effective and targeted outcomes within pre-established financial parameters

Potential Elements of the Performance:

- Develop a thorough event financial plan including budgets, income projections and financial controls
- Apply strategies of cost controls to event operations
- Use routine financial statements and accounting terminology
- Collaborate with financial institutions and financial personnel such as bookkeepers, accountants and auditors
- Implement an effective accounts payable/receivable system for the event

6. Identify, understand and execute the logistical components of event coordination including contingency planning, legislation, safety, security, ticketing, food and beverage, audio-visual, transportation, signage, entertainment and programming

Potential Elements of the Performance:

- Develop a comprehensive Event Contingency Plan and understand its critical importance

- Identify the appropriate legislation and regulations pertaining to the event industry, especially with regard to risk, health & safety, and its impact upon events management
 - Develop transportation logistics and flowcharts
7. Understand the components of an effective event sponsorship program

Potential Elements of the Performance:

- Developing and understanding Sponsorship categories
- Develop selling strategy for each sponsorship level
- Effectively managing sponsor's wants and needs

III. TOPICS:

1. Event Design and Themes
2. Human Resource Management
3. Finance : Budgets, Revenue & Pricing
4. Time Management
5. Marketing and Communications
6. Contingency Planning
7. Event Operations and Ethics
8. Teamwork and Group Performance
9. Pre & Post Event Evaluation and stakeholder feedback

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Special Events: ***A New Generation and the Next Frontier***, 6th Edition
by Joe Goldblatt ISBN 978-0-470-44987-5

V. EVALUATION PROCESS/GRADING SYSTEM:

<i>Attendance & in-class participation</i>	10%
<i>Team Event Project Presentation</i>	35%
<i>Weekly Quiz Scores</i>	30%
<u><i>Final Examination</i></u>	<u>25%</u>
TOTAL	100%

The following semester grades will be assigned to students:

Grade	<u>Definition</u>	<i>Grade Point Equivalent</i>
A+	90 – 100%	4.00
A	80 – 89%	
B	70 - 79%	3.00
C	60 - 69%	2.00
D	50 – 59%	1.00
F (Fail)	49% and below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field /clinical placement or non-graded subject area.	
U	Unsatisfactory achievement in field/clinical placement or non-graded subject area.	
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.	
NR	Grade not reported to Registrar's office.	
W	Student has withdrawn from the course without academic penalty.	

VI. SPECIAL NOTES:

Attendance:

Sault College is committed to student success. There is a direct correlation between academic performance and class attendance; therefore, for the benefit of all its constituents, all students are encouraged to attend all of their scheduled learning and evaluation sessions. This implies arriving on time and remaining for the duration of the scheduled session.

VII. COURSE OUTLINE ADDENDUM:

The provisions contained in the addendum located on the portal form part of this course outline.