

# HOSP-1180: EVENT PLANNING ESSENTIALS

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## Cuyahoga Community College

**Viewing: HOSP-1180 : Event Planning Essentials**

**Board of Trustees:**

2011-03-25

**Academic Term:**

2011-08-31

**Subject Code**

HOSP - Hospitality Management

**Course Number:**

1180

**Title:**

Event Planning Essentials

**Catalog Description:**

Introduction to the tasks required to plan a successful event. Emphasis on key characteristics of successful event planners, core principles of event planning, vocabulary, and basic management skills. Field trips may be required. Industry experience at a community event or function may be required.

**Credit Hour(s):**

2

**Lecture Hour(s):**

2

## Requisites

**Prerequisite and Corequisite**

None.

## Outcomes

**Objective(s):**

1. Correctly use industry specific terms and vocabulary.
2. Classify types of events according to a variety of factors and differentiate between meetings and events.
3. Discuss the attributes of a successful event manager.
4. Identify the range of career choices in the area of event planning.
5. Examine ethical issues that are relevant to event planning and management.
6. Describe procedures for the smooth operation of an event.
7. Discuss communication and relationships between event planners, clients, vendors, staff and other stakeholders.
8. Explore laws, regulations, insurance, licensing compliance, and risk management issues that impact event planning and management.
9. Explain the steps in planning an event, including marketing, promotion, staffing, and budgeting, and write a basic event proposal.
10. Perform a self-evaluation to determine current skills and interest level in relation to becoming an event planner.

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**Methods of Evaluation:**

1. Quizzes and exams
2. Evaluation of field trips and guest speakers
3. Special projects as assigned
4. Role play exercises
5. Review of assigned audiovisuals
6. Reports
7. Self-evaluation

8. Final exam
9. Classroom participation
10. Presentations
11. Portfolio assignments
12. Trade show participation

**Course Content Outline:**

1. Types of events
  - a. Events vs. meetings
  - b. Event purpose
  - c. Event size
  - d. Event sponsor
  - e. Event audience
2. The Event Planner
  - a. Job Description
  - b. Skills
  - c. Education
  - d. Experience
3. Career paths
  - a. Independent planner
  - b. Event/meeting management companies
  - c. Public relations companies
  - d. Corporate/organization event planner
  - e. On-site event manager
4. Planning an event
  - a. Type of event
    - i. Purpose, size, sponsor, and audience
    - ii. Themes
    - iii. Planning deadlines
  - b. Budget
    - i. Setting the budget
    - ii. Funding sources
    - iii. Controlling expenses
    - iv. Taxes
  - c. Event schedule
    - i. Single day events
    - ii. Multi day events
    - iii. Structured time
    - iv. Unstructured time
  - d. Location - site selection
    - i. Evaluating sites
    - ii. Lodging and transportation
    - iii. Facility layout
    - iv. Logistics considerations for international sites
  - e. Location – On site
    - i. Room sets
    - ii. Décor
    - iii. Room rental fees
  - f. Food and beverage
    - i. Coffee breaks
    - ii. Buffets vs. Plated meals
    - iii. Receptions
      1. Alcoholic beverage service
      2. Pricing options
    - iv. Making menu selections
      1. What to order
      2. How much to order
  - g. Staffing

- i. Recruitment and hiring
  - ii. Training and scheduling
  - iii. Coaching and counseling
  - iv. Performance reviews
  - v. Paid staff
  - vi. Volunteers
  - vii. Unions
- h. Entertainment / activities
  - i. Resources
  - ii. Selection
- i. Vendors
  - i. Specifications
  - ii. Negotiating prices
  - iii. Managing the vendor relationship
- j. Marketing
  - i. Marketing to target audience
  - ii. Conventional marketing
  - iii. Unconventional marketing tactics
- k. Registration
  - i. Registration channels
  - ii. Methods of payment
  - iii. Discounts/special rates
- l. Legal & ethical issues
  - i. Contracts
  - ii. Liability and safety considerations
  - iii. Licenses and permits
  - iv. Ethics
- m. Event evaluation
  - i. Evaluation measures
    - 1. Budget
    - 2. Deadlines
    - 3. Satisfaction
    - 4. Goal accomplishment
  - ii. Evaluators
    - 1. Attendees
    - 2. Participants
    - 3. Sponsors
    - 4. Vendors
    - 5. Staff
    - 6. Other stakeholders
- n. Organizing for success
  - i. Time management and delegation
  - ii. Organization techniques and tools
  - iii. Diverse teams
  - iv. Crowd management
- 5. Self-evaluation
  - a. Current skill and interest level assessment
  - b. Action plan development

## Resources

Allen, Judy. *The Business of Event Planning: Behind-the-Scenes Secrets of Successful Special Events*. Wiley Publishing, 2002.

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

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Brown, Sally. *Essential Tips for Organizing Conferences Events*. RoutledgeFalmer, 2001.

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Convention Industry Council, Professional Convention Management Association. *Professional Meeting Management: Comprehensive Strategies for Meetings, Conventions and Events*. 5th ed. Dubuque: Kendall/Hunt Publishing, 2006.

---

Craven, Robin E. and Lynn Johnson. *Complete Idiot's Guide to Meeting and Event Planning*. Alpha, 2001.

---

Friedmann, Susan. *Meeting Event Planning for Dummies*. Wiley Publishing, 2003.

---

Goldblatt, Joe. *Special Events: Event Leadership for a New World*. 4th ed. Wiley Publishing, 2004.

---

Harris, Godfrey. *The Essential Event Planning Kit*. 5th Ed. Americas Group, 2001.

---

Kilkenny, Shannon. *The Complete Guide to Successful Event Planning*. Atlantic Publishing Company, 2007.

---

Matthews, Doug. *How to Create Fantasies and Win Accolades: A Practical Guide to Planning Special Event*. Gear Six Creative, 2003.

---

Rutherford Silvers, Julia. *Professional Event Coordination*. Wiley Publishing, 2003.

---

Van Der Wagen, Lynn and Brenda R. Carlos. *Event Management*. Upper saddle River, New Jersey: Prentice hall, 2005.

---

Wolf, Paulette, Jodi Wolf, and Donielle Levine. *Event Planning Made Easy*. Mcgraw Hill, 2005.

---

Allen, Johnny, William O'Toole, Robert Harris and Ian McDonnell. *Festival and Special Event Management*. 5th ed. Hoboken, NJ: John Wiley Sons, 2010.

---

Columbus, Gene. *The Complete Guide to Careers in Special Events*. Hobekin, NJ: John Wiley Sons, 2011.

---

Goldblatt, Joe. *Special Events: A New Generation and the Next Frontier*. 6th ed. Hoboken, NJ: John Wiley Sons, 2011.

---

Sibal, John. *An Event to Remeber: Designing Spectacular Special Occassions*. Stewart, Tabori Chang, 2009.

---

Fong, Jonathan. *Parties that Wow: Setting the Stage for Creative Entertaining*. Watson-Guptill, 2007.

---

Monroe, James C. *Art of the Event: Complete Guide to Designing and Decorating Special Events*. 6th ed. Hoboken, NJ: John Wiley Sons, 2006.

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Matthews, Doug. *Special Event Production: The Process*. Butterworth-Heinemann, 2007.

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## Resources Other

1. Possible field trip/guest speakers
  - a. A Pink Gorilla  
1616 Saint Clair Ave NE, Cleveland, OH 44114  
<http://www.apinkgorilla.com/> (<http://www.apinkgorilla.com/Borallys/>)  
Borally's Catering  
27227 Chardon Road, Cleveland, OH 44143  
<http://www.borallys.com>
  - b. Designs of Distinction  
3615 Superior Avenue East, Cleveland, OH 44114  
<http://www.designsodistinction.com/>
  - c. Event Source  
6001 Towpath, Cleveland, OH 44125
  - d. Eventworks

812 Huron Road East, Cleveland, OH 44115  
<http://www.eventworksinc.com/>

- e. Executive Caterers  
 6111 Landerhaven Drive, Cleveland, OH 44124  
<http://www.executivecaterers.com/>
  - f. HMP Special Events & Promotions  
 5882 Pearl Road, Cleveland, OH 44130  
[www.HMPEvents.com](http://www.HMPEvents.com) (<http://www.HMPEvents.com>)
  - g. Jerry Bruno Productions Inc  
 5551 Canal Road, Cleveland, OH 44125  
<http://www.jerrybruno.com>
  - h. Let's Entertain Party Rental  
 19106 Miles Rd, Warrensville Heights, OH 44256  
<http://www.letsentertainpartyrental.com/>
  - i. Renaissance Cleveland Hotel  
 24 Public Square, Cleveland, Ohio 44113  
 The Grand Ballroom, with 22,590 square feet, is the largest reception hall in Cleveland  
<http://marriott.com/hotels/event-planning/wedding-planning/clebr-renaissance-cleveland> (<http://marriott.com/hotels/event-planning/wedding-planning/clebr-renaissance-cleveland/>)- hotel/
  - j. Windows On The River Banquet Facility  
 2000 Sycamore Street, Cleveland, OH 44113  
<http://www.windowsontheriver.com/>
2. Magazines / Organizations / Websites
- a. The Accepted Practices Exchange (APEX)  
[www.apexsolution.org](http://www.apexsolution.org) (<http://www.apexsolution.org>)
  - b. American Library Association  
[www.ala.org](http://www.ala.org) (<http://www.ala.org>)
  - c. American Motivational Speakers BureauSM  
[www.americasbestspeakers.com/EventPlannersTips.html](http://www.americasbestspeakers.com/EventPlannersTips.html) (<http://www.americasbestspeakers.com/EventPlannersTips.html>)
  - d. American Society of Association Executives (ASAE)  
[www.asaenet.org](http://www.asaenet.org) (<http://www.asaenet.org>)
  - e. Association of Bridal Consultants (ABC)  
[www.bridalassn.com](http://www.bridalassn.com) (<http://www.bridalassn.com>)
  - f. Association of Certified Professional Wedding Consultants.  
[www.acpwc.com](http://www.acpwc.com) (<http://www.acpwc.com>)
  - g. Association of Meeting Professionals (AMPS)  
<http://www.ampsweb.org/>
  - h. BtoBonline.com  
[www.btobonline.com/apps/pbcs.dll/section?category=EVENT](http://www.btobonline.com/apps/pbcs.dll/section?category=EVENT) (<http://www.btobonline.com/apps/pbcs.dll/section/?category=EVENT>)
  - i. Convention Industry Council (CIC)  
[www.conventionindustry.org](http://www.conventionindustry.org) (<http://www.conventionindustry.org>)
  - j. ehotelier.com  
[www.ehotelier.com](http://www.ehotelier.com) (<http://www.ehotelier.com>)
  - k. Event Marketer Magazine  
[www.eventmarketer.com](http://www.eventmarketer.com) (<http://www.eventmarketer.com>)
  - l. Event Planner A National Internet Resource For Event Planning  
[www.event-planner.com](http://www.event-planner.com) (<http://www.event-planner.com>)
  - m. EventPlanner.com  
[www.eventplanner.com](http://www.eventplanner.com) (<http://www.eventplanner.com>)
  - n. Event Solutions Magazine  
[www.event-solutions.com](http://www.event-solutions.com) (<http://www.event-solutions.com>)
  - o. GCG Event Partners  
[www.gcgeventpartners.com](http://www.gcgeventpartners.com) (<http://www.gcgeventpartners.com>)
  - p. The International Special Events Society (ISES)  
[www.ises.com](http://www.ises.com) (<http://www.ises.com>)
  - q. Meeting Professionals International (MPI)  
[www.mpiweb.org](http://www.mpiweb.org) (<http://www.mpiweb.org>)
  - r. Meeting Planner Resources  
[www.wynnsolutions.com/meetingplannerresources.htm](http://www.wynnsolutions.com/meetingplannerresources.htm) (<http://www.wynnsolutions.com/meetingplannerresources.htm>)
  - s. National Association of Catering Executives (NACE)  
[www.nace.net](http://www.nace.net) (<http://www.nace.net>)
  - t. National Association of Wedding Planners

[www.nawp.com](http://www.nawp.com) (<http://www.nawp.com>)

u. Professional Convention Management Association (PCMA)

[www.pcma.org](http://www.pcma.org) (<http://www.pcma.org>)

v. Professional Meeting Planners (PMP)

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