

HOSP-2180: EVENT PLANNING WORKSHOP

Cuyahoga Community College

Viewing: HOSP-2180 : Event Planning Workshop

Board of Trustees:

June 2019

Academic Term:

Fall 2019

Subject Code

HOSP - Hospitality Management

Course Number:

2180

Title:

Event Planning Workshop

Catalog Description:

Students will apply knowledge and skills gained in previous courses to plan an event. Event plans will include themes, identification of target market, sponsorships, event promotion, vendor selection, site selection, pricing, budgets, and evaluation. Field trips may be required. Industry experience at a community event or function may be required.

Credit Hour(s):

2

Lecture Hour(s):

1

Lab Hour(s):

3

Requisites

Prerequisite and Corequisite

HOSP-1180 Event Planning Essentials.

Outcomes

Course Outcome(s):

Outline the role of the event planner and explain the importance of the interview process in determining the budget, size and style of events.

Objective(s):

1. Analyze job positions in event planning that match career goals.
2. Explain characteristics and job descriptions of various types of event planners.

Course Outcome(s):

Identify the various events associated with event planning, including birthdays, silent auctions, religious celebrations, weddings, etc. and determine the procedures to be followed that result in successful events.

Objective(s):

1. Describe unique features of various event types.
2. Complete event planning timelines and agendas.
3. Identify specific multi-cultural event situations.

Course Outcome(s):

Describe the responsibilities associated with planning and organizing an event, including working with vendors and selecting venues.

Objective(s):

1. Contrast the various steps involved in obtaining an event for a facility.
 2. Perform venue site inspections.
 3. Understand vendor and venue contracts.
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Course Outcome(s):

Summarize the important business considerations involved in running an event planning business, such as financial management, business planning, marketing, and staff considerations.

Objective(s):

1. Develop marketing strategies that can help make a facility more attractive and keep customers coming back for future events.
 2. Discuss event planning budget specific event proposals.
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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
13. Event logistics binder

Course Content Outline:

1. Anatomy of Event
 - a. Responsibilities associated with professional event coordination
 - b. Strategies for creating and coordinating a comprehensive event experience
 - c. Event types and opportunities for professional event coordination
2. Creating the Event Plan
 - a. Purpose
 - b. Prioritized Goals and objectives
 - c. Expected outcomes
 - d. Needs Assessment
 - e. Available resources
 - f. Constraints
 - g. Logical sequencing of activity
 - h. Efficient scheduling
3. Developing the Event Site
 - a. Event Requirements
 - i. Site specifications
 - ii. Selection criteria
 - b. Safety and regulation compliance
 - i. Federal
 - ii. State
 - iii. Provincial
 - iv. Local legislation
 - v. Health and safety ordinances
 - vi. Other
 - c. Identification and evaluation of potential sites
4. Providing the event infrastructure

- a. Transportation Services
 - i. Public
 - ii. Private
- b. Other Transportation needs
- c. Traffic control strategies
- d. Waste control plans
 - i. efficiency
 - ii. effectiveness
 - iii. Safety
 - iv. Sustainability
- e. Labor force
 - i. Labor union jurisdictions
 - ii. Labor union regulations
- f. Marketing materials & strategies
- g. Registration
- h. Admission control
 - i. Guest greeting systems
 - j. Attendee and VIP services and protocol requirements
- 5. Coordinating the environment
 - a. Legibility
 - b. Suitability
 - c. Themes
 - i. Alignment with event objective
 - ii. Communicate desired message
 - d. Visual communication tools
- 6. Fundamentals of the Production
 - a. Technical programming and services
 - b. Sound and presentation services and equipment
 - c. Multimedia production services
- 7. Staging an Engaging Experience
 - a. Structure of an effective and progressive event experience
 - b. Options for entertainment and attractions
 - i. Suitability for event specifications
 - ii. Suitability for audience
 - c. Performers needs
 - d. Logistics
 - e. Monitoring delivery of performance
 - f. Managing Performers
 - i. Coordinating performers' needs
 - ii. Integrating logistics into event plan
 - iii. Monitoring performance delivery
 - iv. Evaluating effectiveness of entertainment elements
- 8. Ancillary Programs
 - a. Need and purpose in conjunction with main event program
 - b. Companion programs and activities for accompanying persons
 - c. Sport and recreational activities
- 9. Food and Beverage Operation
 - a. Food and Beverage Needs
 - i. Audience
 - ii. Participants
 - iii. Staff
 - iv. Other Stakeholders
 - b. Catering Needs
 - i. Purveyors
 - ii. Products
 - iii. Service Providers
 - c. Food and Beverage Service
 - i. Style
 - ii. Sites

- iii. Schedule
- iv. Licensing, health, and safety regulations
- 10. Making Event Memories
 - a. Enhancing event goals and objectives
 - i. Types of mementos and materials
 - ii. Resources for mementos and materials
 - b. Award programs
 - i. Tangible recognition
 - ii. Ceremonial recognition
 - c. Direct Sale marketing strategy
 - i. Souvenirs
 - ii. Promotional merchandise
- 11. Safe operations
 - a. Response plans for risks associated with event project
 - b. Safe and Healthy Environment
 - c. Security personnel and equipment
- 12. Vendors and volunteers
 - a. Identification, solicitation, and selection of vendors
 - b. Volunteer recruitment program and collateral materials
 - c. Utilization, motivation, and rewarding of personnel
- 13. Knowledge Management
 - a. Comprehensive production books
 - i. On-site operations
 - ii. On-site communications
 - b. Reporting to event stakeholders
 - c. Effectiveness evaluation of activities
- 14. Sustainable Success
 - a. Nature of sustainability & its relation to successful outcomes
 - b. Strategies for sustainable progress using a triple bottom line approach
 - c. Importance and impact of industry standards and credentials

Resources

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

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

Convention Industry Council, Professional Convention Management Association. (2015) *Professional Meeting Management: Comprehensive Strategies for Meetings, Conventions and Events*, Dubuque: Kendall/Hunt Publishing.

Johnson, Darren. (2017) *Going Live The Ultimate Guide to Corporate Event Planning*, Clermont, The Event U LLC.

Goldblatt, Joe. *Special Events: Creating and Sustaining a New World for Celebration*. 7th ed. Wiley Publishing, 2014.

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

Lee, Seungwon, Dessislava Boshnakova, and Joe Goldblatt. *The 21st Century Meeting and Event Technologies: Powerful Tools for Better Planning, Marketing, and Evaluation*. Waretown, NJ: Apple Academic Press Inc., 2017.

Rutherford Silvers, Julia. (2012) *Professional Event Coordination*, Wiley and Sons.

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/>)

- b. Borally's Catering
27227 Chardon Road, Cleveland, OH 44143 <http://borallys.com>
 - c. Designs of Distinction
3615 Superior Avenue East, Cleveland, OH 44114
<http://www.designsodistinction.com/>
 - d. Event Source
6001 Towpath, Cleveland, OH 44125
 - e. Eventworks
812 Huron Road East, Cleveland, OH 44115
<http://www.eventworksinc.com/>
 - f. Executive Caterers
6111 Landerhaven Drive, Cleveland, OH 44124
<http://www.executivecaterers.com/>
 - g. HMP Special Events & Promotions
5882 Pearl Road, Cleveland, OH 44130
www.HMPEvents.com (<http://www.HMPEvents.com>)
 - h. Jerry Bruno Productions Inc
5551 Canal Road, Cleveland, OH 44125
<http://www.jerrybruno.com>
 - i. Let's Entertain Party Rental
19106 Miles Rd, Warrensville Heights, OH 44256
<http://www.letsentertainpartyrental.com/>
 - j. 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/
 - k. 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>)
 - b. American Library Association
www.ala.org (<http://www.ala.org>)
 - c. American Motivational Speakers Bureau SM
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>)
 - e. Association of Bridal Consultants (ABC)
www.bridalassn.com (<http://www.bridalassn.com>)
 - f. Association of Certified Professional Wedding Consultants.
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>)
 - i. Convention Industry Council (CIC)
www.conventionindustry.org (<http://www.conventionindustry.org>)
 - j. ehotelier.com
www.ehotelier.com (<http://www.ehotelier.com>)
 - k. Event Marketer Magazine
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>)
 - m. EventPlanner.com
www.eventplanner.com (<http://www.eventplanner.com>)
 - n. Event Solutions Magazine
www.event-solutions.com (<http://www.event-solutions.com>)
 - o. GCG Event Partners

- www.gcgeventpartners.com (<http://www.gcgeventpartners.com>)
- p. The International Special Events Society (ISES)
www.ises.com (<http://www.ises.com>)
 - q. Meeting Professionals International (MPI)
www.mpiweb.org (<http://www.mpiweb.org>)
 - r. Meeting Planner Resources
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>)
 - t. National Association of Wedding Planners
www.nawp.com (<http://www.nawp.com>)
 - u. Professional Convention Management Association (PCMA)
www.pcma.org (<http://www.pcma.org>)
 - v. Professional Meeting Planners (PMP)
www.pmpmeeting.com (<http://www.pmpmeeting.com>)
 - w. Society of Corporate Meeting Professionals (SCMP)
www.scmp.org (<http://www.scmp.org>)
 - x. Society of Government Meeting Professionals (SGMP)
www.sgmt.org (<http://www.sgmt.org>)
 - y. Special Events Magazine
www.specialevents.com (<http://www.specialevents.com>)
 - z. specialeventsite
www.specialeventsite.com (<http://www.specialeventsite.com>)

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