

## Liverpool John Moores University

Title: STAGING EVENTS  
Status: Definitive  
Code: **5068TEF** (103831)  
Version Start Date: 01-08-2019

Owning School/Faculty: Sports Studies, Leisure and Nutrition  
Teaching School/Faculty: Sports Studies, Leisure and Nutrition

| Team            | Leader |
|-----------------|--------|
| Thomas Fletcher | Y      |
| Lindsey Gaston  |        |
| Drew Li         |        |

**Academic Level:** FHEQ5      **Credit Value:** 24      **Total Delivered Hours:** 60  
**Total Learning Hours:** 240      **Private Study:** 250

### Delivery Options

Course typically offered: Standard Year Long

| Component          | Contact Hours |
|--------------------|---------------|
| Lecture            | 54            |
| Placement/Practice | 70            |
| Tutorial           | 6             |

**Grading Basis:** 40 %

### Assessment Details

| Category     | Short Description | Description                                 | Weighting (%) | Exam Duration |
|--------------|-------------------|---|---------------|---------------|
| Presentation | AS1               | Group Presentation                          | 20            |               |
| Practice     | AS2               | Group 'Live' Event                          | 40            |               |
| Report       | AS3               | Individual Written Coursework (2,000 words) | 40            |               |

### Aims

*To equip students with the skills needed to plan, prepare, execute and evaluate a live event.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Demonstrate knowledge and understanding of strategic event planning and management processes.
- 2 Apply event planning and management theory to a specifically chosen event context.
- 3 Apply the knowledge, skills and techniques needed to evaluate an event.

## **Learning Outcomes of Assessments**

The assessment item list is assessed via the learning outcomes listed:

|                    |   |
|--------------------|---|
| Group Presentation | 1 |
| Live Event         | 2 |
| Individual Report  | 3 |

## **Outline Syllabus**

*Event planning/ project management, Event idea generation, target market & competitor analysis, management of material, Financial and human resources, support services, stakeholder analysis and management, risk management, event marketing and communication, event evaluation.*

## **Learning Activities**

The module will be delivered by means of lectures followed by seminars/ workshops and tutorials. Here students will participate in small group work based around material presented in the lectures.

## **Notes**

Students will work in groups to stage their own live event.