

Liverpool John Moores University

Title: EVENTS PLANNING
Status: Definitive
Code: **5500CP** (103542)
Version Start Date: 01-08-2013

Owning School/Faculty: Arts, Professional and Social Studies
Teaching School/Faculty: Dublin Business School

Team	Leader
Alistair Beere	Y

Academic Level: FHEQ5
Credit Value: 24.00
Total Delivered Hours: 75.00
Total Learning Hours: 240
Private Study: 165

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	50.000
Tutorial	25.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Group Event Assignment	80.0	
Essay	AS2	Individual Report - Reflection of Event	20.0	

Aims

*To equip learners with a macro view of the event planning industry.
To develop in learners a practical guide to the planning process.
To provide learners with the essential knowledge and theory from a wide range of business perspectives.
To enable learners to work as part of an event team and approach potential stakeholders for event sponsorship.*

To equip learners with the ability to plan and execute a variety of essential event functions.

Learning Outcomes

After completing the module the student should be able to:

- 1 Analyse the event environment industry.
- 2 Discuss the various stages in the event strategic planning process.
- 3 Evaluate the planning, decision making, communication, marketing and operational process when designing and managing an event.
- 4 Demonstrate the ability to operate in an individual and team based environment, communicating professionally through a variety of media.
- 5 Apply theoretical knowledge to plan and execute an event.

Learning Outcomes of Assessments

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

GROUP	1	2	4	5
ASSIGNMENT				
INDIVIDUAL REPORT	3			

Outline Syllabus

1. Planning for Various Events

International versus local event planning. Tourism event planning. Profit versus not for profit event planning.

2. The Strategic Planning Function

Importance of event planning. Strategic planning process. Event organisational structure. S.M.A.R.T objectives.

3. Conceptualising the Event

Stakeholders in Events. Sourcing Events. Creating the event concept. Evaluating the event concept. The synergy of ideas.

4. Project Management for Events

Phases of the project management of events. Knowledge areas. Project management techniques. Project evaluation. Project management systems and software.

5. Financial Management and Events

Forecasting finance and ROI. Event Budgeting. Costing and estimating. Financial reporting for events.

6. Human Resource Management and Events

Considerations associated for HR planning for events. HR event planning process. Recruitment, selection and induction. Motivating staff and building effective volunteer teams. Legal obligations.

7. Marketing Planning for Events

The nexus between event marketing and management. Strategic marketing process. Event marketing research. Planning event "product" experiences. Pricing for events.

8. Media Management During Events

Live streaming of events. Sourcing media presence. Managing various medias. Media press releases.

9. Sponsorship of Events

Designing briefs for potential sponsors. Sponsorship benefits for events and sponsors. Value of sponsorship policy. Event sponsorship strategy and negotiation process. Managing sponsorships.

10. Event Evaluation

Feedback sources. Debriefing of staff and volunteers. Planning for future events.

Learning Activities

Lectures and tutorials.

References

Course Material	Book
Author	Bowdin et al
Publishing Year	2010
Title	Event Management
Subtitle	
Edition	3rd
Publisher	Butterworth-Heinemann
ISBN	

Course Material	Book
Author	Malouf, L
Publishing Year	2012
Title	Events Exposed
Subtitle	
Edition	1st
Publisher	Wiley
ISBN	

Course Material	Book
Author	Van Der Wagen
Publishing Year	2011
Title	Event Management
Subtitle	Tourism, Cultural, Business and Sporting Events
Edition	4th
Publisher	Pearson
ISBN	

Notes

Event Planning will enable learners to apply the event concept to a wide range of event planning processes to evaluate if it successfully meets the expectations of its

various stakeholders. A series of lectures and seminars will provide essential module information. In addition to standard in class lectures, case material will be applied to provide for and support the practical application of lecture content to 'real life' event scenarios.