

## Liverpool John Moores University

Title: SPECIAL EVENTS ENVIRONMENT  
Status: Definitive  
Code: **5521CP** (103564)  
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:** 77.00  
**Total Learning Hours:** 240  
**Private Study:** 163

### 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	Event participation proposal	10.0	
Exam	AS3	Examination	50.0	2.00
Reflection	AS2	Individual Reflection Report	40.0	

### Aims

*To provide learners with a detailed knowledge of the events landscape including concepts and theories implemented by industry experts.*

*To enable learners to distinguish various global forces that impact on event management strategies and trends.*

*To equip learners to dissect micro and macro factors and examine how they affect a firm's event and future opportunities.*

*To provide learners with the required skills to connect underpinning theory to event concepts and scenarios.*

*To equip learners with the necessary skills to compare and analyse event theories, event case studies and relevant academic perspectives*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Appraise historic, contemporary, and innovative event management theories and concepts used by marketing and event professionals.
- 2 Analyse the environmental forces that have causal effects on a firm's event strategy.
- 3 Analyse the economic and social impacts of events on the various key stakeholders.
- 4 Apply underpinning theory to the creation, development and execution of an event.
- 5 Critique key event management literature and associated perspectives.

## **Learning Outcomes of Assessments**

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

EVENT PROPOSAL	4		
EXAM	1	2	5
REFLECTION	2	3	4

## **Outline Syllabus**

### *1. Special Events Industry*

*Emergence of events industry. Characteristics of events. Classification/ typologies of events.*

### *2. Perspectives on Events*

*Government perspective and involvement in events. Community perspective and involvement in events. Corporate perspective and involvement in events.*

### *3. Event Stakeholders*

*Key stakeholders in events. Host organisations and host community. Sponsors and sponsorship. Participants and spectators. The role of the media in events.*

### *4. Event Impacts and Legacies*

*Social impacts. Political impacts. Economic impacts. Cultural impacts. Impact on tourism.*

### *5. Project Management*

*Project management. Techniques knowledge areas. Initiation. Planning. Execution. Controlling and closing of the event.*

### *6. Sustainable Development*

*Forces Influencing the greening of events. The events industry approach to sustainable events.*

### *7. Human Resource Management and Events*

*Human Resource Planning. Process recruitment. Selection. Motivation of staff. Role of volunteerism in events.*

### 8. Marketing Planning for Events

*The link between event marketing and event management The role of strategic marketing. Planning event marketing research.*

### 9. Integrated Marketing Communications for Events

*Application of IMC. Budgets. Public Relations.*

### 10. Regulatory Concerns In Events

*Health and Safety. Legal Issues. License and permits planning. Permission insurance.*

## Learning Activities

Lectures and tutorials.

## References

<b>Course Material</b>	Book
<b>Author</b>	Bowdin, G et al
<b>Publishing Year</b>	2010
<b>Title</b>	Events Management
<b>Subtitle</b>	
<b>Edition</b>	3rd
<b>Publisher</b>	Oxford Elsevier, Butterworth-Heinemann
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Allen, O'Toole, Harris, McDonnell
<b>Publishing Year</b>	2010
<b>Title</b>	Festival and Special Event Management
<b>Subtitle</b>	
<b>Edition</b>	5th
<b>Publisher</b>	Wiley
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Van Der Wagen
<b>Publishing Year</b>	2011
<b>Title</b>	Events Management
<b>Subtitle</b>	
<b>Edition</b>	4th
<b>Publisher</b>	Prentice Hall
<b>ISBN</b>	

## Notes

Special Events Environment is designed to offer learners a focused overview of the events industry on a global scale. This module will provide learners with an

understanding and appreciation of how changing political, social, economic and environmental climates affects the events industry. Learners will also recognise the increasing challenges facing event managers including financial, security, health and safety, and employment issues. Lectures will be the primary method of delivery, and will be supported by tutorials and guest lectures from industry experts.