Liverpool John Moores University

Title: EVENTS OPERATIONS
Status: Definitive
Code: **6526CP** (103612)
Version Start Date: 01-08-2013

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

Team	emplid	Leader
Alistair Beere		Y

Academic Level:	FHEQ6	**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
Report	AS1	Group Debate	25.0	
Exam	AS3	Examination	50.0	2.00
Report	AS2	Group Report	25.0	

Aims

To provide learners with a robust overview and analysis of the contemporary events landscape including new emerging event trends, tools and technologies.
To equip learners with the ability to plan and execute a variety of essential event functions.
To develop in learners the skills necessary to apply theory and event perspectives to practical/industry based scenarios.

To equip learners with the skills to analyse and present case studies.
To provide learners with the ability to critique events related theory, models and academic perspectives.

Learning Outcomes

After completing the module the student should be able to:

1   Critique the importance of emerging event formats such as digital technologies, online event production and media events.
2   Evaluate the processes involved in planning and implementing an event.
3   Assess a variety of event scenarios in domestic and international environments.
4   Present conclusions and recommendations on prescribed event case study materials.
5   Critically evaluate key event operations and event management literature.

Learning Outcomes of Assessments

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

GROUP DEBATE   1   2   3

EXAM   1   2   5

GROUP REPORT   4   5

Outline Syllabus

1. Introduction to Event Operations.
The internal events environment. The external events environment key stakeholders.
2. Events Trends and Practices.
Emerging trends in global events. Impact of the changing consumer in events.
3. Planning Versus Operations.
Differences in planning versus operating events. The planning function. The operations function.
4. Developing the Event Concept.
Developing the event theme The event experience engaging the five senses.
5. Marketing the Event Concept.
The role of marketing and communications for events. Strategic options for marketing an event concept. Social media solutions.
6. Site Design and Management.
Key site location factors. Lay out of venue signage and communications systems.
7. Managing Event Logistics.
Key logistical factors on site logistics. Event shutdown.
8. Event Staging and Implementation.
Flow systems. Risk assessment. Technical considerations.
9. Media Events Operations.
The role of global media in events provision. The impact of TV events on the Media Landscape. Dealing with the media and public relations concerns.

10. Event Operations in the Global Digital Landscape.
Staging online events. The impact of emerging technologies. Outsourcing tools for event operations.
11. Event Management Industry Guest Lecture Series
Risk management & contingency planning in Irish events.
12. Event Management Industry Guest Lecture Series
Considering the legal landscape In Events.

Learning Activities

Letures and tutorials.

References

Course Material	Book
Author	Dr. Joe Goldblatt
Publishing Year	2010
Title	Special Events
Subtitle	A new Generation and The Next Frontier
Edition	6th
Publisher	Wiley
ISBN	

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

Course Material	Book
Author	Van der Wagen
Publishing Year	2011
Title	Events Management
Subtitle	
Edition	4th
Publisher	Prentice Hall
ISBN	

Notes

This module augments the learners understanding and application of the event planning process by providing a robust overview of the essential components in operating and executing an event. Learners will study the essentials in site/location

selection, staging and logistics and combine these with an emphasis on newer emerging trends, tools and technologies. Online and offline events are studied and critiqued. The module provides a practical industry based case focus as assessment and group work, class debate and presentation are core components.