



GEORGETOWN UNIVERSITY
School of Continuing Studies
Public Relations and Corporate Communications

Georgetown University, MPS PR/CC | Spring 2017

MPPR-790-01: Strategic Event Management

Class Meets: Wednesdays 5:20 – 7:50 p.m.

Class Location: 640 Mass Ave Washington, DC 20001 | Room: C222

Professor: Lisa Darr Feldner, CMP

Office Hours: Arranged by appointment.

COURSE DESCRIPTION

Events are a vital part of the marketing mix and a key platform for stakeholder engagement. Yet, many marketing and communication professionals don't know how to fully manage or leverage events in order to help their organization succeed. According to a recent report by the CMO Council and Exhibitor & Event Marketers Association, nearly 89% of surveyed brand marketers indicated that events hold a level of importance and value for their organization. However, only 8% of the respondents indicated that their company is highly proficient in these areas.

The purpose of this course will be to provide students with a step-by-step framework that they can apply to any event with an eye toward larger communication and organizational goals. In the balancing act between the art and science of event planning, we will focus on both the design and experiential aspects as well as the necessary functional aspects such as calendar and budget.

Tying in strategic communication planning principles, we will look at the best ways to leverage strategic events to achieve the goals of communication plans. We will use templates and best practices provided by The Convention Industry Council and the Professional Convention Management Association.

Students can expect a mix of classroom lectures, in class working sessions, applied client experiences, and group work throughout the semester.

LEARNING OBJECTIVES

During the course, you will be provided with opportunities to learn and apply new content in a fast paced environment. Together, we will work toward mastery of the following learning objectives:

- Identifying the ways in which strategic events can be used to achieve the goals of an organization;
- Managing the logistics of strategic events, including the development of effective calendars and timelines;
- Identifying target audiences and constituencies to enhance stakeholder relationships; and
- Utilizing strategic events for partnership development and alliance building.

ATTENDANCE

In-class discussion and practice are essential to mastering the content of this course. Students are expected to attend every class and arrive on time. If you are prevented from attending a class or arriving before it begins, you are responsible for notifying me via email prior to the start of class. Missing more than two classes will result in a final grade reduction of one level (for example, an A will be converted to

an A-). Absences from classes, beyond the initial two, will result in further reduction of the final grade. If you are absent for more than four classes, you will be in danger of failing this course.

WORK SUBMITTED

We will discuss the criteria for all major assignments prior to the assignment due date so that we have a common understanding of expectations. Work is due at the beginning of class on the assigned date. Late work will be dropped one grade for each day that it is late (for example, an A will be reduced to a B). If you are not present for an in-class activity, no makeup will be given, except in the cases of documented emergencies. If you have extenuating circumstances or need special accommodations, please see me before the due date, and I will do my best to accommodate you.

All work should be submitted as a final client ready document with no error. All written assignments should be typed in 12 point font, 1.5 spaced using one-inch margins with correct spelling and grammar. Please include your name, assignment title and the date on each page of all written submissions.

The PRCC program uses American Psychological Association (APA) style for references and citations. To learn more, please visit <http://www.library.georgetown.edu/citations>.

COURSE POLICIES

Digital and Mobile in Class: The use of cell phones in class is prohibited. Please turn these off before class starts. We will have a break during class where you can check messages.

Classroom Instruction: You are responsible for classroom information and instructions, whether you are present in class or not. If you must miss a class, it is your responsibility to make arrangements to obtain class notes.

REQUIRED READINGS

The resources for this course include articles, book excerpts, case studies, multimedia, RFPs and three key books. The readings are chosen to give you a solid foundation for understanding and internalizing the coursework.

Allen, Judy (2002). *The Business of Event Planning: Behind the Scenes Secrets of Successful Special Events*. John Wiley & Sons Canada Ltd. ISBN: 0-470-83188-x | \$27.95

Kilkenny, Shannon (2011). *The Complete Guide to Successful Event Planning (2nd ed.)* Atlantic Publishing Group, Inc. ISBN: 1601386990 | \$39.95

Saget, Allison (2006). *The Event Marketing Handbook: Beyond Logistics and Planning*. Kaplan Publishing. ISBN 13:978-1-4195-1506-4 | \$12.99

All articles, book excerpts, cases, and multimedia listed on the course schedule will be distributed in advance, via Canvas. Readings not included in the initial syllabus will be provided later in the semester, so we can review real-time cases and current events.

ASSIGNMENTS

You are expected to submit work on time and of high quality. Please refer to the course schedule and plan your timetable for completing assignments in advance. I encourage you to actively ask questions prior to submitting any assignment. As long as you submit your assignments for review (with a specific question in mind) at least three business days before the assignment is due, I would be happy to review

your specific question and discuss it with you. Feedback on all final assignments will be provided in a timely manner; no more than 2 weeks after the assignment was turned in. All grading criteria, including page length and essential content, will be distributed in advance and discussed in class.

Partner Event Trends Presentation – 30 points

Using industry resources such as Convene, Event Marketer, Trade Show Executive or PR Week, each student will be expected to present a “tips and tricks” presentation from a pre-selected list of current trends with their assigned partner. The specific format will be shared in class to ensure quality across the board throughout the semester. Presentations should include actionable ideas along with implementation considerations and will contribute to a digital planning kit that each student will have access to. A rubric will be distributed in class for this assignment.

Individual Event Evaluation – 20 points

During the semester each student will identify and attend a live event that they will evaluate based on a pre-established set of criteria. Students can select from a wide range of experiences that match up with their professional or personal interests. Your request to attend should be approved in advance by the instructor. After attending, you will be asked to submit a two-page written evaluation. All students should also be prepared to discuss their experience with the class. A rubric will be distributed in class for this assignment.

Individual Class Participation – 20 points

This includes participation in conversations both in person and online as well as your active participation during in class activities.

Individual Reflection – 30 points

At the end of the semester, each student will be required to submit a two to three-page reflection paper regarding the lessons learned, insights gained and challenges encountered. A rubric will be distributed in class for this assignment.

Team Project – 100 points

Teamwork is critical to the successful implementation of a live event. In the second month of our semester (February), a specific grading rubric will be distributed, clients will be assigned and teams will be established. The project will include specific deliverables and deadlines along the way. These will act as our midterm and final assignments as well.

GRADING

Graduate course grades include A, A-, B+, B, B-, C, and F. **There are no grades of C+, C-, or D.**

Your course grade will be based on the following:

Partner Event Trends Presentation	30
Individual Event Evaluation	20
Individual Participation	20

Individual Reflection Paper	30
Team Project	100
Total =	200

Grading Metrics:

Students will have the opportunity to earn a **total of 200 points** this semester. Please reference the below grading scale and assignments:

Grading Scale:

A	200 -186
A-	185 - 180
B+	179 - 174
B	173 - 166
B-	165 - 160
C	164 - 140
F	139 and below

Note: There are no grades of C+, C-, or D.

LIBRARY RESOURCES

<http://guides.library.georgetown.edu/researchcourseguides>

<http://guides.library.georgetown.edu/prcc>

UNIVERSITY RESOURCES

Georgetown offers a variety of support systems for students that can be accessed on main campus or at the downtown location:

- MPS Writing Resource Program
202-687-4246
<http://writingcenter.georgetown.edu/>
- Academic Resource Center
202-687-8354 | arc@georgetown.edu
<http://academicsupport.georgetown.edu>
- Counseling and Psychiatric Services
202-687-6985
<http://caps.georgetown.edu/>
- Institutional Diversity, Equity & Affirmative Action (IDEAA)
(202) 687-4798
<https://ideaa.georgetown.edu/>

STUDENTS WITH DISABILITIES POLICY

Students with documented disabilities have the right to specific accommodations that do not fundamentally alter the nature of the course. Students with disabilities should contact the Academic Resource Center (202-687-8354; arc@georgetown.edu; <http://academicsupport.georgetown.edu>) before the start of classes to allow time to review the documentation and make recommendations for appropriate accommodations. If accommodations are recommended, you will be given a letter from ARC to share with your professors. You are personally responsible for completing this process officially

and in a timely manner. Neither accommodations nor exceptions to policies can be permitted to students who have not completed this process in advance.

GEORGETOWN HONOR SYSTEM

All students are expected to maintain the highest standards of academic and personal integrity in pursuit of their education at Georgetown. Academic dishonesty in any form is a serious offense, and students found in violation are subject to academic penalties that include, but are not limited to, failure of the course, termination from the program, and revocation of degrees already conferred. All students are held to the Honor Code. The Honor Code pledge follows:

In the pursuit of the high ideals and rigorous standards of academic life, I commit myself to respect and uphold the Georgetown University Honor System: To be honest in any academic endeavor, and To conduct myself honorably, as a responsible member of the Georgetown community, as we live and work together.

PLAGIARISM

Stealing someone else’s work is a terminal offense in the workplace, and it will wreck your career in academia, too. Students are expected to work with integrity and honesty in all their assignments. The Georgetown University Honor System defines plagiarism as "the act of passing off as one's own the ideas or writings of another." More guidance is available through the Gervase Programs at <http://gervaseprograms.georgetown.edu/honor/system/53377.html>. If you have any doubts about plagiarism, paraphrasing and the need to credit, check out <http://www.plagiarism.org>.

SYLLABUS MODIFICATION

The syllabus may change to accommodate discussion of emerging topics. Also, the schedules of guest speakers may require some shifting of the agenda. The instructors will make every effort to provide as much advance notice as possible for any alterations.

COURSE SCHEDULE

*** Note: All client and team deliverables will be added with due dates by 1-31-17 ***

DATE/TOPIC	READING DUE	ASSIGNMENT DUE	IN-CLASS ACTIVITIES
Class 1 Jan 18, 2017 Course Purpose and Overview			Introductions, Assignment Overview <u>Discussion:</u> Creating objectives for meetings and events.
Class 2 Jan 25, 2017 Meeting Management Basics Part I	Saget, Chapters 1-3		<u>Lecture & Discussion:</u> The fundamental elements of events. Learning the six right brain aptitudes to master.
Class 3			<u>Lecture & Discussion:</u>

DATE/TOPIC	READING DUE	ASSIGNMENT DUE	IN-CLASS ACTIVITIES
Feb 1, 2017 Meeting Management Part II	Kilkenny, Chapters 3 & 16 Allen, Chapters 1 & 8		Understanding how to review and manage a meeting budget.
Class 4 Feb 8, 2017 Site Selection	e-reading: Site Selection		<u>Lecture & Discussion:</u> In class review of site selection criteria.
Class 5 Feb 15, 2017 Program Development	e-reading: Professional Meeting Management Chapters 18-19		<u>Lecture & Discussion:</u> Identifying stakeholders, working with volunteers, uncovering education objectives.
Class 6 Feb 22, 2017 Developing a Marketing Pan	Saget, Chapters 3, 5 and 7 Allen Chapters 5-6		<u>Lecture & Discussion:</u> Identifying key audiences, motivating self-interests and the event “buying” cycle.
Class 7 March 1, 2017 AV Planning	e-reading: AV Planning Documents Sagat Chapter 12 Kilkenny Chapter 11		<u>Activity:</u> In class review of common event planning templates for AV, WiFi and other technical considerations.
Class 8 March 15, 2017 Meeting Production and Vendor Management	e-readings: RFP Templates for 3 rd Party Vendors		<u>Activity:</u> In class review of industry templates, contracts, and project /vendor management tools.
Class 9 March 22, 2017 F&B Planning	Sagat Chapter 9 Kilkenny Chapter 12		<u>Activity:</u> In class review of industry templates and trends related to F&B planning.

DATE/TOPIC	READING DUE	ASSIGNMENT DUE	IN-CLASS ACTIVITIES
Class 10 March 29, 2017 Legal and Ethical Considerations		Individual Event Reflections Due	<u>Activity:</u> In class review of primary legal considerations for all meeting planners and live events to include ADA compliance.
Class 11 April 5, 2017 Measurement & Evaluation Event Insurance and Security	Kilkenny Chapters 17 – 19		<u>Discussion:</u> How to determine the success of your meeting through evaluation and defining the return on investment.
Class 12 April 12, 2017 Social Responsibility & Events	Kilkenny Chapters 7-9 Saget Chapter 11		<u>Case Study:</u> How Green is your event, really?
Class 13 April 19, 2017 Client Management Board Management	Allen Chapter 6		<u>Activity:</u> RFP Reviews and Best Practices for Client Reporting <u>Lecture & Discussion:</u> Identifying the board's role, working within diverse stakeholder relationships, VIP management.
Class 14 April 26, 2017 Industry Trends / Looking Ahead		Final Reflection Papers Due	<u>Activity:</u> Review of class toolkit and lightening round on trends.
Class 15 May 10, 2017 Closing Celebration		Final Participation Opportunity	<u>Activity:</u> Course Reflection