Course Description:

Events are a vital part of the marketing mix and a key platform for direct one-to-one customer engagement. Yet, many marketing and public relations professionals don’t know how to fully manage or leverage them in order to help their organizations succeed. According to a recent report by the CMO Council and Exhibitor & Event Marketers Association (E2MA) nearly 89% of surveyed brand marketers say events hold a level of importance and value for their organization. However, only 8% of them say that their company is highly proficient at developing relationships, closing deals and acquiring customer insights at events.

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 the larger communication and organizational goals. In the fine balancing act between the art and science of event planning, we will focus on the design and experiential aspects as well as the necessary functional aspects of event planning to include calendar and budget.

Tying in closely with principles of the Elements of Communication Planning course, we will look at the best ways to leverage strategic events to achieve goals and build and enhance relationships, on behalf of an organization. We will use templates and best practices provided by The Convention Industry Council and the Professional Convention Management Association.

In addition to providing an overview of the elements of successful event planning and execution, the course will also expose students to a myriad of different event types as well as an introduction to stakeholder identification and partnership development.

Students can expect a mix of classroom lectures, in class working sessions with specific focuses on skill development, and both team and individual projects throughout the semester.

Learning Objectives: Effective event planning and management are skills you will continue to develop over the span of your career; your growth will not end at the close of this course. Think of this class as your foundation for becoming a confident and strategic event planner and manager. To reach this goal you will be provided with opportunities for practice and ultimately mastery of the following learning objectives:

• Identifying 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 event planning calendars and timelines
• Identifying target audiences and constituencies to enhance stakeholder relationships
• Utilizing strategic events for partnership development and alliance building
At the end of the course, students will understand how to conceptualize and execute events of all sizes, and how to ensure that the event can be leveraged to build relationships with key stakeholders. This course will prepare you to respond confidently and creatively to the strategic aspects and challenges of conceptualizing and convening events in a professional capacity. Each student will leave with a new set of electronic materials to reference related to events, and the professional experience of being on an event project team that implements an official event.

**Attendance:** As outlined by the university, 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 for 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.

Punctual attendance is critical. If you have to miss a class – family emergency, medical emergency or other act of God – you must let the instructors know in advance and work out a proposal for making up whatever work you will miss. Exceptions will be made only in extraordinary circumstances.

**Digital and Mobile in Class:** The use of cell phones and blackberries in class is prohibited. Please turn these off before class starts. We will have a break during class where you can check messages. We will also on occasion, have guest speakers who will appreciate this as well. Regarding food, you are welcome to bring food or drink to the classroom.

**Work Submitted/Presented:** 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. We will discuss grading criteria for all major assignments prior to the assignment due date so we have a common understanding of expectations. Works is due at the beginning of class on the assigned date—please bring a hard copy of your assignment at this time. Late work will be dropped one grade for each day it is late (for example, an A will shift to a B). If you are not present for an in-class activity, no makeup will be given, except in 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.

**Required Readings:** The resources for this course include articles, case studies, and three key books. The readings are chosen to give you a solid foundation for understanding and internalizing the event planning framework and recommendations and to apply it to contemporary real world examples.


All articles and cases, listed on the course schedule will be distributed in advance, via the class Blackboard group. Readings not included in the initial syllabus will be provided later in the semester, so we can review real-time cases.

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

**Georgetown University Writing Center**  
Please contact the Writing Center for support in preparing your written assignments. The SCS Writing Center is located in SCS Student Services Suite C106. Students can make appointments at writingcenter.georgetown.edu. The main campus Writing Center staff is located in Lauinger Library, 217A or at 202-687-4246 or http://writingcenter.georgetown.edu/.

**Counseling and Psychiatric Services**  
202-687-6985  
http://caps.georgetown.edu

**Academic Resource Center**  
If you believe you have a disability, please contact the Academic Resource Center before the start of classes to allow their office 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. The Academic Resource Center (ARC) offers an array of academic support services, including study skills workshops, individual consultations and tutoring. If a student is experiencing challenges with their coursework, they are encouraged to consult with an ARC administrator who will be able to address their individual needs and outline a plan of action. The contact information for the SCS ARC is: C129; 202.687.8354; arc@georgetown.edu; http://academicsupport.georgetown.edu. The main campus ARC’s contact information is: Leavey Center, Suite 335; 202-687-8354; arc@georgetown.edu; http://ldss.georgetown.edu/index.cfm.

**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**  
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.

Grading: Grading will follow the following guidelines (200 points—Total)

- 30 points - Partner Event Trends Presentation
- 20 points - Individual Event Evaluations
- 20 points - Individual Class Participation
- 30 points - Individual Reflection
- 100 points - Team Projects (note: includes midterm and final)

---------------------------------------------------------
A  200 -188   B-  168 -164  
A-  187 -181   C  163 -145  
B+  180 -176   F  144 -0 
B  175 -169

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

Assignments: You are expected to submit work on time and of high quality. Assignments should be double spaced with no larger than 12 point font and no greater than 1-inch margins. 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. 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 lighting round “tips and tricks” presentation from a pre-selected list of current trends. 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.

Individual Event Evaluation – 20 points

During the semester each student will identify and attend an offsite event and evaluate it 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 to include free events throughout the DC Metro Area. 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 as applicable based on content.

Individual Class Participation – 20 points
To gain the full benefit of this class, your attention and participation is critical. Active dialogue is recommended and encouraged. Our class will be a 2-way conversation where learning occurs through the readings, individual research and observation of event planning and management, the materials presented in class and through your own contributions to our discussion. You will also have in-class group activities related to key topics throughout the semester. The in-class assignments may also include scenarios and other challenges to which groups will have to respond in a limited timeframe.

*Individual Reflection – 30 points*

At the end of the semester each student will be required to submit a two to three page reflection regarding lessons learned, insights gained, and challenges encountered. As part of the reflection, students will be encouraged to think about how their individual strengths and weaknesses may match with the larger opportunities and threads in the event industry or within their current industry’s use of events. This should prepare students to be able to articulate in professional scenarios, such as interviews, what their skill set is as related to professional events.

*Team Projects (Including Midterm and Final) – 100 points*

Teamwork is critical to the successful implementation of a live event. In a professional setting, teams range from internal colleagues to boards, sponsors, and third party vendors such as catering and audio visual providers. This course will place a high emphasis on team building as we work to address a real client challenge with compelling event plans. Groups will be established within the first few class meetings and stay in place for the duration of the semester. Specific point allocations can be found below.

I. Discovery Session and Client Interview Preparations – 10 points
   The entire class will participate in a discovery interview with the selected client. Teams will be required to perform initial research to inform a group of well written questions that we will use during the discovery interview process.

II. Research – 20 points
   Following the client discovery interview, groups will work through relevant research to inform their plans. Specific guidance will be given regarding categories and fields that should be populated. Each group will present their research in written form for approval before moving into the strategic event plan assignment.

III. Strategic Event Plan (printed and presented) – 35 points
   Acting as the midterm assignment, each group will prepare and submit a written plan for the client’s consideration. In addition, they will pitch their plan to the class.

IV. Event Resume / Action Plan – 35 points
   Prior to going live with an approved event plan, the role of the event manager is to pull together a full event resume for all parties to refer to. This resume acts as the full plan for the event – it is the “go to” and “final word” on planning. Students will pull from research, their event plan and class sessions specific to certain skill areas to populate the important pieces of this document.
**Assigned Reading:** Be prepared to discuss the assigned reading in class. Arrive prepared with at least two questions that arose while you were reading. These questions could be specific to the reading or current events, or the questions could relate the overarching question and learning objectives of the course. Remember to apply the in-class discussions and activities to evaluate and respond to your readings.

**Course Schedule***

*Green text = applied coursework to real event challenge*

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic &amp; Assigned Reading Due</th>
<th>Assignment Due</th>
<th>In-class Activities</th>
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<tbody>
<tr>
<td>Week 1</td>
<td>Course Purpose and Overview, Introduction</td>
<td></td>
<td>Discussion: The fundamental elements of events, learning the six right brain aptitudes to master</td>
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<td></td>
<td>Starting with the End in Mind: Creating Objectives for Meetings and Events</td>
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<td>Activity: In class event evaluations</td>
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<td>Week 2</td>
<td>Meeting Management Basics Part I</td>
<td></td>
<td>Discussion: Understanding how to manage a meeting budget, developing strategic partnerships, gaining a strategic perspective</td>
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<td></td>
<td>Saget, Chapter 1-3</td>
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<td>Activity: In class review of common event forms and templates</td>
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<tr>
<td>Week 3</td>
<td>Meeting Management Basics Part II</td>
<td>Discovery Questions Due</td>
<td>Discussion: Identifying stakeholders, working with volunteers, identifying your technology needs</td>
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<tr>
<td></td>
<td>Kilkenny, p. 41-46, 194-203, 221 - 227</td>
<td></td>
<td>Activity: In class review of common event forms and templates</td>
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<td></td>
<td>Allen, p. 21-26, 197-202</td>
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<tr>
<td>Week 4</td>
<td>Destination Options, Considerations and Learning when to call in the experts</td>
<td>Discovery Interview with Client</td>
<td>Discussion: Site selection, venue relations, pros and cons of co-location</td>
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*Week 1: May 20, 2015
Week 2: May 27, 2015
Week 3: June 3, 2015
Week 4: June 10, 2015*
<table>
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<tr>
<th>Week 5</th>
<th>June 17, 2015</th>
<th>Program Development: Aligning Content with Communication Goals</th>
<th>Activity: In class review of RFP formats for site selection</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>e-reading: Professional Meeting Management Chapters 18 &amp; 19</td>
<td>Discussion: Strategies for the adult learner, hiring speakers, creating the right environment for meetings in your industry</td>
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**Week 6**

**June 24, 2015**

<table>
<thead>
<tr>
<th>Activity: Developing a Marketing Plan to Support Your Event</th>
<th>research findings due</th>
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<tbody>
<tr>
<td>Saget, Chapter 3, 5, 7 Allen, p 163-189; 231-242</td>
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**Week 7**

**July 1, 2015**

<table>
<thead>
<tr>
<th>Meeting Production and Vendor Management</th>
<th>Discussion: Working with suppliers and contracted services, establishing the production vision for your event</th>
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<tbody>
<tr>
<td>e-readings: RFP templates for 3rd party vendors Kilkenny, p. 127-149; 183-191 Allen, p. 143-162; 171-188</td>
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**Week 8**

**July 8, 2015**

| Meeting Procedures – What You Need to Know to Run the Show | Discussion: Registration, Housing Blocks, Food & Beverage Needs, Signage, AV and other necessary decisions |

**Week 9**

**July 15, 2015**

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<tr>
<th>Legal and Ethical Considerations</th>
<th>Discussion: Ethics in events, legal considerations for contracts, risk planning and emergency management</th>
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<tr>
<td>Week 10</td>
<td>July 22, 2015</td>
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| Week 11 | July 29, 2015 | Measurement & Evaluation  
Saget, Chapter 9  
How to close out an event with purpose; determining and communicating results.  
Event Resume Due  
Discussion: How to determine the success of your meeting through evaluation and defining the return on investment |
| Week 12 | August 5, 2015 | Individual Reflection Due  
Individual Event Evaluation Due (note: these can be handed in on a rolling basis throughout the semester but this is the final date they can be turned in)  
Reflections on semester  
Review of e-binder  
Meeting planner celebration! |

* Please note, the nature of this course is to stay relevant and timely with current event planning trends and tactics, therefore subject matter may adjust slightly. Additionally travel and speaker schedules may cause date shifts. This syllabus will be subject to revisions.