UNIVERSITY OF FLORIDA
DEPARTMENT OF TOURISM, HOSPITALITY & EVENT MANAGEMENT

HFT 2750
Event Management

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		Department Chair	Rachel Fu, PhD

Course Information

This course provides students with an overview of the event industry, emphasizing the role of businesses and people in the event industry.

Course Prerequisites

There are no prerequires to this course. A basic understanding of events will be helpful.

Course Objectives

By the end of this course, students will be able to:
- Explain the history, present state, and future of the event industry
- Describe the types of events
- Discuss the magnitude of the event industry and its segments
- Explain the event industry terminology
- Describe the social, economic, and environmental impacts associated with events
- Discuss the role of events within the context of the tourism and hospitality industries
- Comprehend the role of events in creating value for individuals, businesses, and host cities
- Explain the responsibilities of event managers
- Analyze event industry careers

Required Textbooks

Crisafulli, Rayven (2024). *Event Planning & Management: Business Strategies for Creating Exceptional Experiences*, 1st edition. Kendall Hunt, Inc.

Purchase link: https://he.kendallhunt.com/crisafulli

Course Format

The course will include a combination of lectures, assignments, and exams. Active participation is essential to the nature of this course. The instructor will provide quality feedback on all assignments on the individual grade item in Canvas.

Course Evaluation

The following table provides a brief summary of the specific assessment tools for this course, as well as the related percentage (and point) values of the final grade.

Assessment Tool		% value (Pt value)
Quizzes	8 quizzes at 10 pts each	13% (80 pts)
Exams	2 exams x 100 pts each	33% (200 pts)
Industry Practice Assignments	3 assignments x 75 pts each	37% (225 pts)
Industry Practice Assignments	2 assignments x 50 pts each	17% (100 pts)
Total		100% (605 pts)

Assessment Overview

Quizzes

The quizzes are based on the lectures, required readings, and supplemental materials from that module and include multiple choice and true/false questions. The quiz will be available to take as soon as the module opens each week in Canvas and will be due on the last Sunday in each module unless otherwise noted in the course schedule. Make-up quizzes are not permitted unless absences are in accordance with the University's Make-Up Policy.

Exams

Two exams will be administered during the semester based on the lectures, readings, and supplemental materials. Exams are administered in class using Honorlock, are closed-notes, closed-book, include multiple choice and true/false questions and are not cumulative. Make-up exams are not permitted unless absences are in accordance with the University's Make-Up Policy. Refer to the Course Schedule for exam date.

Industry Practice Assignments

Industry Practice Assignments are designed to provide practical hands-on industry experience. Two of the three 75-point assignments can be completed as a group or individually. The two 50-point assignments will be completed in discussion form format and will be completed individually. Additional details for each assignment are listed in Canvas. Refer to the Course Schedule for assignment due dates.

Grading Scale

The University's grading system will be used for this course (for information about UF's grades and grading policies, please consult https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx). Inaccordance, a student's overall performance in this course will be graded as follows:

LetterGrade	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	E
Percentage Range	93-100	90-92	87-89	84-86	80-83	77-79	74-76	70-73	67-69	64-66	60-63	<60
GPA Points	4.00	3.67	3.33	3.00	2.67	2.33	2.00	1.67	1.33	1.00	0.67	0.00

Module # and Name	Module Topics
Module 1: Introduction to the Events Industry	Introduction to the Events Industry o History of Events & Event Studies o Typology of Events & Who Hosts Events o Career Opportunities o Industry Trends o Current State of the Industry
Module 2: Event Theory, Research & Pre-Planning	Event Theory o Experience, Authenticity, Liminality, Flow Pre-Planning o 5 phases of event planning process o Pre-Event Research, Viability, Needs Assessments, SWOT o Theme Development o Strategic Planning, Planning Timeline Creation & Management
Module 3: Communication, Leadership, & Human Resources in Events	Communication Styles o Client, Planner/Seller Communication Styles o Communication Strategies Based on Personality Human Resources o Working with Difficult Clients o Leadership Skills for Events
Module 4: Event Finance	Finance o Terminology & Navigating Event Finances o Best Practices for Creating an Event Budget o Funding Sources, Cashflow and Revenue Management Exhibits, Sponsors, Grants, Registration, Merchandise, Ancillary offerings
Module 5: Vendor Partners & Legal Aspects of Events	Vendor Partners o Venues o Site Inspections, Venue Equipment & Planning o DMOs & DMCs o Caterers, AV, & other Vendor Partners (Décor, Production, Floral, Entertainment) Creating Vendor Partnerships Contracts & Legal Aspects of Events o Key contract clauses for hotels & vendor agreements o Liability International Considerations
Module 6: Event Marketing	Event Marketing & Trends o Types of marketing & advertising o Marketing events using the StoryBrand Framework o Marketing tools & technology platforms Promoting different types of events
Module 7: Risk Management	Risk Management o Risk management plans and best practices o Permitting & Regulations o Environmental Impacts o Regulations for Government Meetings o Social Responsibility

Course Schedule

The course schedule is tentative and subject to change. Changes to the schedule will be announced onCanvas and/or in class. It is the student's responsibility to keep track of announced schedule changes.

Module	Week	Start Date	Topic	Recommended Reading	Assignments See Canvas for Final Due Dates
Module 1	1	Aug. 25	Introduction to the Events Industry | Event Typology	Chapter 1	
	2	Sep. 1	Intro to the Events Industry | Event Careers & Industry Trends		**Holiday Sep. 1 Labor Day** Quiz 1
Module 2	3	Sep. 8	Event Theory	Event Theory Articles	
	4	Sep. 15	Research & Pre-Planning	Chapter 2 & 3	Quiz 2
Module 3	5	Sep. 22	Communication, Leadership, & Human Resources in Events	Chapter 4	**Event Theme Assignment Due This Week** Quiz 3
Module 4	6	Sep. 29	Event Finance	Chapter 5	**Difficult Client Assignment Due This Week** Finance Practice Quiz
Module 5	7	Oct. 6	Exam Prep		**Exam 1: Wed. Oct. 8**
	8	Oct. 13	Vendor Partners	Chapter 6	**Holiday Oct. 17 Homecoming**
	9	Oct. 20	Vendor Partners		**F&B Assign. Due This Week** Quiz 5 (Module 5 Part 1 & 2)
	10	Oct. 27	Legal Aspects of Events		**Site Visit Assign. Due This Week**
	11	Nov. 3	Legal Aspects of Events		Quiz 6 (Module 5 Part 3 & 4)
	12	Nov. 10	Event Marketing	Chapter 7	
Module 6	13	Nov. 17	Event Marketing & Risk Management		Quiz 7 **Marketing Assign. Due This Week**
	14	Nov. 24	Thanksgiving Holiday November 24-29!		
Module 7	15	Dec. 1	Risk Management	Chapter 8	Quiz 8 **Exam 2: Wed. Dec. 3** *Last Day of Class: Wed. Dec. 3*

Students are expected to be professional in course discussions, which requires them to:
- Actively participate in the course throughout the semester. Active participation includes asking thoughtful questions, contributing knowledge and ideas relevant to the topic, volunteering answers to questions, and sharing relevant material from other readings, classes, newspapers, and media sources.
- Be punctual with regards to course due dates.
- Be courteous and respectful to your peers and the instructor.

Late Assignment Policy

Assignments must be submitted by the deadline posted by the instructor. The equivalent of 15% will be deducted from the assignment grade for every business day past the due date. There are no exceptions to this policy.

Requirements for make-up exams, assignments, and other work in this course are consistent with the University's policies. For more information about UF's policies, please consult (https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx.). Students with prior knowledge of an excused absence must make arrangements to submit assignments prior to the due date. Documentation must be provided to the instructor for an excused absence. Excused absences include, but are not limited to, personal illness, family illness or death, jury duty, religious holiday, and official University activities. Absences will be excused at the instructor's discretion.

AI Use Guidelines

The use of Artificial Intelligence (AI) tools in this class is permitted as a means to inspire, refine ideas, and enhance the quality of assignments. AI can be a valuable tool in the professional world, and students are encouraged to utilize it in a manner that mirrors its use in a professional setting.

Acceptable Use:
- Students may use AI for inspiration, refining ideas, or improving the verbiage of their projects.
- AI should be used as a tool to enhance and improve work, not as a means to avoid effort or responsibility.

Unacceptable Use:
- Directly copying and pasting assignment instructions into an AI tool and submitting the output as one's own work is strictly prohibited.
- Using AI to complete an entire assignment without any personal input or effort is not acceptable.

Consequences for Violation:
- Students found in violation of this policy may face reduced grades.
- Depending on the severity of the violation, students may be required to resubmit their assignment for partial credit.
- In extreme cases, students may receive a zero for the assignment. The discretion of the consequence lies with the instructor.

UF Policies

For general UF academic policies & procedures, please visit: go.ufl.edu/syllabuspolicies.