**UNIVERSITY OF FLORIDA**
**DEPARTMENT OF TOURISM, HOSPITALITY & EVENT MANAGEMENT**
**HFT 2750 – EVENT MANAGEMENT**


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| | (386)-243-0092 \| Cell | **Department Chair** | Rachel J.C. Fu, PhD, CHE |


## 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

## Recommended Textbook

Lee S. & Goldblatt J, (2020). *Special Events: The Brave New World for Bolder and Better Live Events,* 8th edition. Hoboken, NJ: John Wiley & Sons, Inc.

**Supplemental Readings**

Getz, D., & Page, S. J. (2020). Event studies: Theory, Research & Policy for Planned Events. Taylor & Francis.

## Course Format

The course will include a combination of lectures, assignments and exams. Active participation is essential to the nature of this course. Participation in discussions is required and will support ideas and concepts from lectures. 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)** |
|---|---|---|
| Discussions | 10 discussions at 10 pts each | 17% (100 pts) |
| Quizzes | 9 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) |
| **Total** | | **100% (605 pts)** |

## Assessment Overview

**Discussions**
Discussion prompts provide an opportunity for students to discuss course content and to demonstrate acquired knowledge through analysis and critique of industry topics. The requirements for the discussions will be provided in Canvas. Students will not be permitted to make up missed discussions without the appropriate documentation (see the Course Policies).

**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, discussions, readings, and supplemental materials. Exams 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 assignments can be completed as a group or 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 Overview

| Module # and Name | Module Topics |
|---|---|
| **Module 1:** Introduction to the Events Industry | Introduction to the Events Industry<br>○ History of Events & Event Studies<br>○ Typology of Events<br>▪ Who Hosts Events<br>○ Career Opportunities<br>▪ Career Skills<br>▪ Industry Education<br>○ Industry Trends<br>○ Current State of the Industry |
| **Module 2:** Event Theory, Research & Pre-Planning | Event Theory<br>○ Experience, Authenticity, Liminality, Flow<br>Pre-Planning<br>○ 5 phases of event planning process<br>○ Pre-Event Research, Viability, Needs Assessments, SWOT<br>○ Theme Development<br>○ Strategic Planning<br>○ Planning Timeline Creation & Management |
| **Module 3:** Communication, Leadership, & Human Resources in Events | Communication Styles<br>○ Client Communication Styles<br>○ Planner/Seller Communication Styles<br>○ Communication Strategies Based on Personality<br>Human Resources<br>○ Problem Solving<br>○ Human Resource Recruitment & Management<br>○ Training & Orientation<br>○ Leadership Skills for Events |
| **Module 4:** Event Finance | Finance<br>○ Terminology & Navigating Event Finances<br>○ Best Practices for Creating an Event Budget<br>○ Cashflow and Revenue Management<br>○ Funding Sources<br>○ Exhibits, Sponsors, Grants, Registration, Merchandise, Ancillary offerings<br>○ Finances During Difficult Economic Times |
| **Module 5:** Vendor Partners & Legal Aspects of Events | Vendor Partners<br>○ Venues<br>○ Site Inspections<br>○ Events & Exhibitions<br>○ DMOs & DMCs<br>○ Caterers<br>○ AV<br>○ Other Vendor Partners (Décor, Production, Floral, Entertainment) |
| **Module 5 Cont'd:** Vendor Partners & Legal Aspects of Events | Creating Vendor Partnerships<br>Contracts & Legal Aspects of Events<br>○ Key contract clauses for hotels<br>○ Vendor agreements<br>○ Liability<br>International Considerations |
| **Module 6:** Event Technology | Event Technology<br>○ Current trends<br>○ Current technology for events<br>○ Planning platforms, marketing, registration, participant data collection, interactivity, virtual event platforms, AI |

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| | ○ Challenges with technology & virtual events |
| **Module 7:**<br>Event Marketing | Event Marketing<br>○ Types of marketing & advertising<br>○ Marketing tools & technology platforms<br>Promoting different types of events<br>Marketing Trends<br>The role of PR & Event Marketing |
| **Module 8:**<br>Risk Management | Risk Management<br>○ Risk management plans and best practices<br>○ Permitting & Regulations<br>○ Environmental impacts<br>○ Regulations for Government Meetings<br>○ Social Responsibility |

## Course Schedule

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

| Module | Week | Start Date | Topic | Recommended Readings | Assignments |
|---|---|---|---|---|---|
| Module 1 | 1 | Aug. 24 | Introduction to the Events Industry \| Event Typology | Chapter 1 | |
| | 2 | Aug. 29 | Introduction to the Events Industry \| Event Careers & Industry Trends | | Weekly Discussion<br>Quiz 1 |
| Module 2 | 3 | Sept. 6 | Event Theory | Event Theory Articles<br>***Required Reading*** | Weekly Discussion<br>*Sept 5 Labor Day Holiday* |
| | 4 | Sept. 12 | Research & Pre-Planning | Chapter 2 & 3 | Weekly Discussion<br>Quiz 2 |
| Module 3 | 5 | Sept. 19 | Communication, Leadership, & Human Resources in Events | Chapter 4 | Weekly Discussion<br>**Event Theme Assign. Due Sept. 23**<br>Quiz 3 |
| Module 4 | 6 | Sept. 26 | Event Finance | Chapter 5 | Quiz 4 |
| Module 5 | 7 | Oct. 3 | Exam Prep | | **Exam 1 – Wednesday, Oct. 5** |
| | 8 | Oct. 10 | Vendor Partners | Chapter 6 | Weekly Discussion |
| | 9 | Oct. 17 | Vendor Partners | | Weekly Discussion<br>Quiz 5 (Module 5 Part 1&2) |
| | 10 | Oct. 24 | Vendor Partners | | |
| | 11 | Oct. 31 | Legal Aspects of Events | | Weekly Discussion<br>**Site Visit Assign. Due Nov 4**<br>Quiz 6 (Module 5 Part 3&4) |
| Module 6 | 12 | Nov. 7 | Event Technology | Chapter 9 | Weekly Discussion<br>Quiz 7<br>*November 11 Holiday* |

| Module | Week | Start Date | Topic | Recommended Readings | Assignments |
|---|---|---|---|---|---|

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|---|---|---|---|---|---|
| Module 7 | 13 | Nov. 14 | Event Marketing | Chapter 7 | Weekly Discussion<br>Quiz 8 |
| | 14 | Nov. 21 | Event Marketing Assignment Prep & Review<br>*Nov. 23-25 Thanksgiving Break – Enjoy your down time!* | | |
| Module 8 | 15 | Nov. 28 | Risk Management | Chapter 8 | Weekly Discussion<br>**Marketing Assignment Due Nov. 28**<br>Quiz 9 |
| | 16 | Dec. 5 | Exam Prep | | **Exam 2 – Wednesday, Dec. 7**<br>*Last Day of Class Dec 7* |

## Course Policies

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 prepared to participate in discussions. Students are required to watch that week's lectures prior to contributing to the discussion.
- 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.

## UF Policies

**Students with Disabilities**

Support services for students with disabilities are coordinated by the Disability Resource Center in the Dean of Students Office. Students requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor whenrequesting accommodation. Any student who feels that they may need accommodations based on the impact of a disability should contact the instructor privately to discuss their specific needs. The University encourages students to follow this procedure as early as possible in the semester.

**University Policy on Academic Conduct**

UF students are bound by The Honor Pledge which states, "*We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity by abiding by the Honor Code.*" On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: *"On my honor, I have neither given nor received unauthorized aid in doing this assignment.*" The Honor Code (http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/) specifies a number of behaviors that are in violation of this code and the possible sanctions. Academic dishonesty, such as plagiarism and cheating, will not be tolerated. Violation of the UF Academic Honor Code will incur serious consequences. Written assignments and discussions will be checked for plagiarism against published works, other assignments submitted by classmates at the current and previous semesters and internet pages using Turnitin, which is UF's plagiarism detection software. It is expected that submitted work will solely reflect the student's own efforts. Any violations will be reported to UF authorities. Any act of academic dishonesty will be reported to the Dean of Students Office. Plagiarism and cheating may be punished by failure on the exam, assignment, or project; failure in the course; and/or expulsion. There are no exceptions to this policy. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor.

**Name Modification**

It is important to the learning environment that you feel welcome and safe in this class; and that you are comfortable participating in class discussions and communicating with me on any issues related to the class. If your preferred name is not the name listed on the official UF roll, please let me know as soon as possible by e-mail or otherwise. I would like to acknowledge your preferred name, and pronouns that reflect your identity. Please let me know how you would like to be addressed in class, if your name and pronouns are not reflected by your UF-rostered name. I welcome you to the class and look forward to a rewarding learning adventure together. You may also change your "Display Name" in Canvas. Canvas uses the "Display Name" as set in myUFL. The Display Name is what you want people to see in the UF Directory, such as "Ally" instead of "Allison." To update your display name, go to one.ufl.edu, click on the dropdown at the top right, and select "Directory Profile." Click "Edit" on the right of the name panel, uncheck "Use my legal name" under "Display Name," update how you wish your name to be displayed, and click "Submit" at the bottom. This change may take up to 24 hours to appear in Canvas. This does not change your legal name for official UF records.

**Student and Academic Support Services**
Students experiencing crises or personal problems that interfere with their general well-being are encouraged to utilize the university's counseling resources. The Counseling & Wellness Center providesconfidential counseling services at no cost for currently enrolled students. Resources are available on campus for students having personal problems or lacking clear career or academic goals, which interferewith their academic performance.

- University Counseling & Wellness Center, 3190 Radio Road, 352-392-1575, (www.counseling.ufl.edu)
- U Matter, We Care (www.umatter.ufl.edu/)
- Career Connections Center, First Floor JWRU, 392-1601 (https://career.ufl.edu/)
- Office of Academic Support (https://oas.aa.ufl.edu/)
- Tutoring Center (https://teachingcenter.ufl.edu/tutoring/)
- Writing Studio (https://writing.ufl.edu/writing-studio/)

**Student Complaints**
Residential Course Complaint (https://sccr.dso.ufl.edu/)
Online Course Complaint (http://www.distance.ufl.edu/student-complaint-process)

**Software Use**
All faculty, staff, and students of the university are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

**Technology Requirements and Expected Learner Technology Skills**
This course is delivered through the Canvas online learning management system. Canvas support information and technical requirements can be found in the Canvas student help guides (https://community.canvaslms.com/docs/DOC-10701-canvas-student-guide-table-of-contents). Learners are expected to have basic computer and internet skills in order to be successful in this course, including:knowledge of basic computer terminology (browser, log-in, download, etc.), the ability to perform computer operations (using a keyboard and mouse, managing files, security, copying/pasting, and sending/downloading files), and the ability to perform online research using various search engines andlibrary databases.

- Technical support for Canvas and related course issues is available through UF E-Learning (https://elearning.ufl.edu/) by phone at 352-392-4357 or by email at helpdesk@ufl.edu.

**Privacy and Accessibility Policies**
Information on privacy and accessibility policies for technologies utilized in the course are as follows:

- Canvas Privacy Policy (https://www.instructure.com/policies/privacy)
- Youtube Privacy Policy (https://support.google.com/youtube/answer/2801895?hl=en)
- Canvas Accessibility Policy (https://community.canvaslms.com/docs/DOC-2061-accessibility-within-canvas)
- Youtube Accessibility Policy (https://support.google.com/youtube/answer/189278?hl=en)

**UF Course Evaluations**
Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations through GatorEvals (https://gatorevals.aa.ufl.edu/). Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at https://gatorevals.aa.ufl.edu/public-results/ .