Department of Tourism, Hospitality and Event Management, University of Florida

HFT 4754 – Advanced Event Management

Instructor:	Giulio Ronzoni	Class Meeting Days	Mon – Wed – Fri
E-Mail:	Giulio.Ronzoni@ufl.edu	& Hours:	1:55 pm - 2:45 pm
Phone:	(407) 443-5994 (for emergency only)	Credit Hours:	3
Office Hours	By appointment (In-person, Zoom, Phone)	Class Location:	Florida Gym (FLG) 230
Term:	Fall 2022	Class Section:	006D-13486

Course Description

This course introduces students to the fundamentals of event planning and management and aims to advance the comprehension of project management and its application to a multitude of events in a globalized context.

The course content is aligned with the Event Management Body of Knowledge (EMBOK) model, the Meeting and Business Events Competency Standards (MBECS), and Event Management International Competency Standards (EMICS), equipping students with the knowledge necessary to pursue successful events or meeting industry careers.

Course Overview

Advance Event Management examines the complexity of the event industry and focuses on the fundamentals of event planning within a project management context. The importance of the research, design, planning, coordination, and evaluation of events is examined, along with event outcomes and return on investments. Effective strategies and methods are discussed to successfully plan and manage a multitude of event sizes and types. Case studies are used to emphasize the growing globalization of the event management profession, exposing students to the core competencies required of a successful event manager. The role of the event industry is examined through the generation of a tourist market that is supported by the hospitality and tourism industry.

Course Objectives & Learning Outcomes

By the end of this course, students will be able to:

- Comprehend and apply project management to events.
- Explain the major deliverables associated with project management.
- Understand the economic, social, and political impacts of events.
- Determine appropriate market segments for events.
- Understand the importance of ancillary programs.
- Explain strategies and tactics to maximize event attendance.
- Comprehend the importance of solid fiscal management.
- Evaluate ROI for destinations and sponsoring organizations hosting events.
- Explain volunteer management in relation to events.
- Apply risk management principles to the safe operation of events.
- Generate solutions to overcome challenges in the event industry.
- Understand the importance of cultural sensitivity in event planning and management.

Required Text and Material

Fenich, G. (2015). *Planning and Management of Meetings, Expositions, Events and Conventions.* New York, NY: Pearson.
ISBN-13: 978-0132610438 ~ ISBN-10: 0132610434.

Supplementary (Optional) Textbook and Material

Mcllwraith, M., (2014). *Convention Industry Council Manual*. Alexandria, VA: Kendall Hunt Publishing.

Basis for Final Grade

Assignment	Value
Attendance / Participation	50
Self-Reflections	50
Event Project Management Plan Paper	100
Event Project Management Plan Presentation	50
Quizzes (5x20 points)	100
Exam 1	150
Final Exam	250
Total	**750**

Letter Grade	Range	Letter Grade	Range	Letter Grade	Range
A	Above 95%	B-	80.0%-83.9%	D+	67.0%-69.9%
A-	90%-94.9%	C+	77.0%-79.9%	D	64.0%-66.9%
B+	87.0%-89.9%	C	74.0%-76.9%	D-	60.0%-63.9%
B	84.0%-86.9%	C-	70.0%-73.9%	F	< 60.0%

Professional Courtesy

It is the expectation that all individuals will treat every other individual with respect and dignity, which includes but is not limited to:

- Timely attendance, unobtrusive entry or exit from a class that is in session
- No open computers, tablets, iPads, etc. unless specifically approved by the instructor
- Cell phone ringers off and cell phones put away
- Body language that demonstrates a state of conscious awareness, no sleeping
- Attention directed at the designated speaker, eyes open, and standard hygienic practices required for acceptable assimilation into a crowded room

Late Work

There are no make-ups for any assignments including, but not necessarily limited to writing, quizzes, any and all exams, and any and all myhospitalitylab.com associated work, assignments, and quizzes. Essays will not be accepted if submitted after the due date.

Make-Up Policy

Make-up exams or projects are only allowed with a medical certificate (illness or injury), or a letter from a university office (i.e., representing the university at a sporting event, conference, or similar event). Please contact the Professor to arrange a time. Note: the exam could be slightly modified in the event of a make-up.

Academic Integrity

The integrity of a university depends upon academic honesty, which consists of independent learning and research. Academic dishonesty includes cheating and plagiarism. Cheating includes, but is not limited to, giving unauthorized help during an exam, obtaining unauthorized information about an exam before it is administered, using inappropriate sources of information during an exam, altering the record of any grade, altering an answer after an exam has been submitted, falsifying any official University record, and misrepresenting the facts in order to obtain exemptions from course requirements. The minimum penalty for cheating is an F for the course.

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at http://www.dso.ufl.edu/students.php. 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 honor 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.*"

Your quizzes and exams might be proctored by Honorlock.

Attendance Policy

Class attendance and participation is an integral component of this course. You are expected to attend all classes and participate on a regular basis (https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx).

Excused absences will only be allowed for certain reasons:

a) Medical reasons (with a medical note—only state the dates of excuse and not the cause for privacy reasons)
b) Mental health reason (with medical note only stating the dates of excuse and not the cause for privacy reasons)
c) Representing the university at an outside event (i.e., athletes with an appropriate excuse)
d) Student Organization outside event (such as a conference in another city – with advisor note)
e) Court-mandated appearance (with appropriate documentation)
f) Death of a close relative (i.e., father, mother, siblings, aunt, uncle, grandparents – with documentation)
g) Religious holiday (students may choose only one religious' affiliation)
h) Others at the Professor's discretion

Excuses will **not** be allowed for the following:

a) Car troubles and repairs
b) Work, Training
c) Internship
d) Leisure travel
e) Family reunion
f) Anything not included in items a-e in the excused absence section will not be excused

Absences	Penalty
3 or less	Proportional point deduction from the attendance grade
4-5	Deduction from attendance grade + 1 letter grade deduction from the total class grade (i.e., if you had an 'A' you will get a 'B')
6-8	Deduction from attendance grade + 2 letter grade deduction from the total class grade (i.e., if you had an 'A', you will get a 'C')
9 or more	Failure of the entire class (F)

Professionalism Policy

Per university policy and classroom etiquette, mobile phones, iPods, etc., must be silenced during all classroom and lab lectures. Those not heeding this rule will be asked to leave the classroom/lab immediately so as to not disrupt the learning environment. Please arrive on time for all class meetings. Students who habitually disturb the class by talking, arriving late, etc., and have been warned, may suffer a reduction in their final class grade.

Recording

No person shall, without the prior written consent of all persons present, transfer or cause to be transferred any sounds or images recorded on a phonograph record, disc, wire, tape, film, videocassette, digital media, or other article or medium now known or later developed on which sounds or images are recorded. Violations of this policy shall result in a failing grade for this course; further, civil and criminal penalties may result.

Services to 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 when requesting accommodation. Students must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive; therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

Notice of Copyright for Course Syllabus and Lectures

During this course, students are prohibited from selling notes to, or being paid for taking notes by, any person or firm without the express written permission of the instructor. The University requires all members of the University community to familiarize themselves with and follow copyright and fair use requirements. You are individually and solely responsible for violations of copyright and fair use laws. Violations of copyright laws could subject you to federal and state civil penalties and criminal liability as well as disciplinary action under University policies.

Available Resources for Students

- Online Computing Help Desk & e-Learning Support Services: https://helpdesk.ufl.edu.
- Office of Academic Support can be found at https://oas.aa.ufl.edu/.
- UF Tutoring offers various forms of academic support to help students succeed in their studies. All tutoring services are free to UF students. https://teachingcenter.ufl.edu/tutoring/
- Writing Studio: The Writing Studio is committed to helping UF students meet their academic and professional goals by becoming better writers. https://writing.ufl.edu/writing-studio/.
- U Matter We Care: This initiative aims to assist the community with care-related resources that focus on health, safety, and holistic well-being. https://umatter.ufl.edu/.
- If you are having difficulties with the course material, please email the Professor and/or visit the Health and Human Performance Subject Guide at the UF Library: http://www.uflib.ufl.edu/cm/hhp/hhp.html. Or contact the sport, tourism, and recreation subject librarian: http://apps.uflib.ufl.edu/staffdir/SubjectsSpecialist.aspx.
- Counseling and Wellness Center: Phone 352-392-1575, website http://www.counseling.ufl.edu/cwc/Default.aspx.

Flexibility and Responsibility

Any portion of this syllabus may be changed at the instructor's discretion. It is the student's responsibility to become aware of changes to the syllabus by reading the instructor's electronic communications. Event Project Management Plan Paper & Presentation.