UNIVERSITY OF FLORIDA
DEPARTMENT OF TOURISM, HOSPITALITY & EVENT MANAGEMENT

HFT 4754 – ADVANCED EVENT MANAGEMENT

Online

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Office Hours By appointment

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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 event or meeting industry careers.

Course Prerequisite: HFT2750 – Event Management

Course Objectives: 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; and
- Understand the importance of cultural sensitivity in event planning and management.

Course Format: The course will include a combination of lectures, discussions, activities, exams, and planning a real event. Engagement and active participation are essential to the nature of this course.

Participation in class is highly recommended and encouraged to facilitate ideas and concepts.

Technology Requirements: Students will use Microsoft Word, Excel and PowerPoint. Students may also use video producing and editing programs, although the preferred tool is for students to use a tool in which they are already comfortable.

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) value of the final grade.

Assessment Tool		**% value (Pt value)**
Course Participation	15 assignments x 10 pts each	52% (150 pts)
Discussions	4 discussions at 10 pts each	14% (40 pts)
Exam	1 exam x 100 pts each	34% (100 pts)
Total		**100% (290 pts)**

Course participation: 52% (150 pts): Course participation provides an opportunity for students to discuss topics and to demonstrate acquired knowledge through analysis and critique of industry topics. Participation assignments will be given during the semester. These assignments will account for 52% of your final grade, therefore it is highly encouraged that you actively participate on Canvas.

- These assignments include internet exercises, study questions, and case studies relevant to the course material.
- The course assignments will be individual assignments
- In order to receive credit for course participation, depending upon the model assignment, the student is required to:
    1. Answer all questions as assigned;
    2. Analyze case study as assigned;
    3. Complete internet exercises as assigned; or
    4. Analyze industry article or website provided by instructor and present to class.
- The requirements for the assignments will be **provided on Canvas**. The assignments will be given out at random, therefore it is highly encouraged you pay close attention to Canvas modules to receive full marks for the assignments.
- Students will not be permitted to make up missed assignments without the appropriate documentation (see the Course Policies).

Exam: 34% (100 pts): One exam is administered during the semester based on the lectures, discussions, activities, readings, videos, presentations, and supplemental materials. The exam is cumulative and include multiple choice and true/false. Make-up exams are NOT permitted unless

absences are in accordance with the University's Make-Up Policy. Refer to the Tentative Course Schedule for exam dates.

Discussions: 14% (40 pts): Discussions provide students an opportunity to expand their knowledge of course materials with other classmates. The discussions are meant for you to think like an event planner and expound foundational knowledge of event management to the discussion topics on Canvas. Further instructions for initial posts and reply posts are found on Canvas.

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). In accordance, a student's overall performance in this course will be graded as follows:

Letter Grade	**A**	**A-**	**B+**	**B**	**B-**	**C+**	**C**	**C-**	**D+**	**D**	**D-**	**E**
Point Range	**94-100**	**90-<94**	**87-<90**	**84-<87**	**80-<84**	**77-<80**	**74-<77**	**70-<74**	**67-<70**	**64-<67**	**61-<64**	**<61**
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**

Assignment Feedback and Response Time: All assignments are graded within 1week of the due date, unless otherwise communicated. Detailed feedback on most assignments are provided to each student and can be found in Canvas under the grade comments.

Class Policies: Students are expected to be professional in course discussions, which requires them to:

- Actively participate in the course at all times. 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 read all assigned materials prior to class.
- Be courteous and respectful to your peers and the instructor.

Attendance & Late Assignment Policy: Requirements for class attendance and 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.

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. 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.

UF Academic Honor Code: 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 orimplied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment."

Academic dishonesty, such as plagiarism and cheating, will not be tolerated. Violation of the UF Academic Honor Code will incur serious consequences. 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. For more information about UF's policy, please consult http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/.

Additional Resources:
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/

UF Course Evaluations: Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at https://evaluations.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://evaluations.ufl.edu/results/.

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

Week/Module	Topics	Assigned Readings/Assignment Due Dates
0/1	Introduction, Nettiquette Reading Events Industry Overview	**Due Sunday 1.9: Syllabus Acknowledgment, Discussion, Assignment**
2	Market Segments	**Due Sunday 1.16: Discussion, Assignment**
3	Maximizing Event Attendance	**Due Sunday 1.23: Discussion**
4	Objectives	**Due Sunday 1.30: Assignment**
5	Budget	**Due Sunday 2.6: Discussion, Assignment**
6	Timeline	**Due Sunday 2.13: Assignment**
7	Site Selection	**Due Sunday 2.20: Assignment**
8	Vision Board	**Due Sunday 2.27: Discussion, Assignment**
9	Marketing	**Due Friday 3.4: Assignment**
10	Venue Layout	**Due Sunday 3.20: Assignment**
11	Risk Management	**Due Sunday 3.27: Assignment**
12	Production Schedule	**Due Sunday 4.3: Assignment**
13	Promotional Video	**Due Sunday 4.10: Assignment**
14	Event Overview/Evaluation	**Due Monday 4.18: Assignment**
15	Final Presentations	**Due Sunday 4.24: Assignment**
16	Final Exam	**Due Wednesday 4.27: Exam**

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Syllabus Acknowledgement

Please navigate to Canvas and complete the syllabus acknowledgement. This acknowledgement is that you are agreeing that you have both read and understood the syllabus, and what is expected of you this semester. Worth 5 points.

<u>Optional</u> Supplemental Reading

Allen, Johny, et al. (2011). *Festival & Special Event Management, 5th Edition*. Australia: John Wiley & Sons, Inc.

Barth, Stephen. (2006). *Hospitality Law-2nd Ed*. Hoboken, NJ: John Wiley & Sons, Inc.

Berlonghi, A. (1990). *The Special Event Risk Management Manual*. Dana Point, CA: Alexander Berlonghi.

Convention Industry Council Manual (2014). *A Working Guide for Effective Meetings and Conventions, 9th Edition*. Convention Industry Council.

Columbus, G. (2011). *The Complete Guide to Careers in Special Events: Step Toward Success, 1st Edition*. Hoboken, NJ: John Wiley & Sons, Inc.

Event Safety Alliance. (2014). *The Event Safety Guide: A Guide to Health, Safety and Welfare at Live Entertainment Events in the United States*. New York, NY: Skyhorse Publishing, Inc.

Goldblatt, J. (2014). *Special Events: Creating and Sustaining a New World for Celebration, 7th Edition*. Hoboken, NJ: John Wiley & Sons, Inc.

Monroe, J.C. (2006). *Art of the Event: Complete Guide to Designing and Decorating Special Events*. Hoboken, NJ: John Wiley & Sons, Inc.

Professional Meeting Management: *A Guide to Meetings, Conventions and Events, 6th Edition*. USA: Agate B2. Publishing.

Rutherford-Silvers, J. (2012). *Professional Event Coordination*. New York, NY: John Wiley & Sons, Inc.

Russo, F. E., Esckilsen, L. A., & Stewart, R. J. (2009). *Public Assembly Facility Management: Principles and Practices-2nd Ed.* Coppell, TX: International Association of Venue Management.

Rutherford-Silvers, J. (2008). *Risk Management for Meetings and Events*. Burlington, MA: Elsevier, Ltd.

Skinner, B. (2002). *Event Sponsorship*. New York, NY: John Wiley & Sons, Inc.

Sonder, M. (2003). *Event Entertainment and Production*. New York, NY: John Wiley & Sons, Inc.

Stipanuk, D. M. (2006). *Hospitality Facilities Management and Design-3rd E*d. Lansing, MI: American Hotel and Lodging Educational Institute.