

George Mason University
School of Recreation, Health and Tourism

TOUR 221: Event Implementation & Evaluation (3 credits)
Fall 2010

DAY/TIME:	W: 7:20-10 p.m.	LOCATION:	S&T I, Rm. 224
PROFESSOR:	Barry Feil	EMAIL ADDRESS:	bfeil@gmu.edu or barry.feil@fairfaxcounty.gov
OFFICE LOCATION:	12000 Government Center Parkway, Suite 247, Fairfax, VA 22035	PHONE NUMBER:	703-732-6284
OFFICE HOURS:	Upon Request	FAX NUMBER:	703-222-9784

PREREQUISITES

TOUR 220 (3 credits)

COURSE DESCRIPTION:

Introduction to event implementation and evaluation through involvement in on-site event delivery and analysis. Studies participant motivation and economic, social, environmental, and cultural impacts in relation to an event's products and services.

COURSE OBJECTIVES:

At the completion of this course, you will be expected to:

- 1) Understand the effects events have on the communities they serve.
- 2) Have a high level of knowledge of the major components of event production and their relevance to the type of event being produced.
- 3) Be able to accurately assess the challenges and successes of varying types of events.
- 4) Create a viable event marketing and public relations plan based on a given event's assets, needs, stakeholders and organizational mission.
- 5) Produce a comprehensive post-event critique and report, which details recommendations for change and methods for future implementation.
- 6) Be able to perform a crowd management assessment and be able to implement changes or new protocols for the safety of event attendees.
- 7) Have created a detailed event plan, based upon a specific budget, appropriateness for a given community, and which meets the objectives of the event.

COURSE OVERVIEW:

1. **Attendance** – Regular attendance is essential to your success in TOUR 221. Attendance will be taken at the beginning of class and after break each class meeting. The success of this class is based on interaction of the students and sharing of view and opinions. Each missed class (for 13 class days) will result in a 3% deduction from your total grade. 5% of your final grade will be based upon your active participation in class discussions and in-class activities. No make-ups are permitted under any circumstances.
2. **Required Reading/Take-home Assignments** – As there is no text book for this class, required readings will be distributed either electronically or in-class. It is expected that all readings will be completed not later than the next class date. Should a take-home assignment occur, whether it is graded or not, it is expected that the assignment will be completed and submitted by the start of the next class. Failure to do so will result in a “zero” for attendance for the class date the reading/project is due.
3. **In-class Projects and Exercises** – On most class days, students will participate in an in-class exercise relevant to the topics being instructed. There is no make-up of missed exercises and each, along with the instruction in the topic, are absolutely essential to being able to produce a high quality Semester Project.
4. **Individual Projects** – All graded work is expected and required to be individual in nature. That is, students working on the same event concepts are expected to not share their ideas, vision, implementation strategies, etc...
5. **Project Submission** – Written projects/papers must be submitted in class and by e-mail to barry.feil@fairfaxcounty.gov. At the time the document is received, or at the earliest possible time soon after, the instructor will send a confirmation of the e-mail. Failure to receive an instructor confirmation should be construed by the student that the document did not “go through.” **Failure to submit an assignment will result in a “0” grade being assigned for that project. Grades for unexcused late submissions will be reduced by 25% for each day of lateness.**
6. **Extra Credit** – Each student begins the semester with a maximum grade of 104%; that is, if a student receives the maximum score on each of the three papers, actively participates in the class event on April 10th, and attends every class, (s)he would receive a grade of 104 (out of a maximum 100). Thus, each student is provided 4 points of extra credit from the start of the semester. No additional extra credit opportunities will be provided for any non-excused reason.
7. **Missed Work** - Should a student miss a class (s)he is still responsible for the information that was covered; each class provides a component that is integral to the overall understanding of “Event Implementation and Evaluation.” This information will be vital to success on the final project. Power points of lectures may be provided electronically, but do not contain all of the detailed materials related to the subject areas being covered.
8. **Final Exam** – There is no Final Exam for this class.
9. **Papers/Reports** – All submitted documents are required to be submitted in SINGLE SPACED or 1.5 SPACING format, in paragraph or outline/bullet form as appropriate. Double spacing is not permitted. Students are expected to make reports easy-to-read yet comprehensive in their scope. If single spacing, please provide a space between paragraphs. Proper use of the English language is required.

Misspellings, run-on or incomplete sentences, or other grammatical errors will be counted against the student’s grade. A paper CAN have high quality information and analysis, but receive a poor grade if presented with misspellings or poor grammar. On any and all submitted papers, 30% of the grade will be based upon grammar, use of language, and presentation style/quality, and 70% on content, potential for actual implementation and quality/depth of details and material provided.

10. **Crediting Outside Sources** - Footnotes are appropriate if information provided by student is taken from another source.
11. **Instructor Arrival Policy and Student Expectations** – If your instructor is not in the classroom at 7:30 p.m., please wait 20 minutes before leaving. Should an emergency arise, the instructor will attempt to notify one or more students in advance of the class.

Students are expected to arrive on-time. Class discussions and lectures will begin promptly at 7:30 p.m. and will re-commence promptly after in-class breaks. Students may bring beverages into class but are expected to not be eating during class time. The intent of this class is to provide students with the understanding of what it like to be an events professional/events consultant and as such students should be prepared to act in a professional manner.

REQUIRED FOR EVERY CLASS:

1. Be prepared with your laptop and class PowerPoint (emailed to you by 10 p.m. Tuesday evening).
2. Laptops are to be used only for class related work; please, no Facebook or other social media applications.
3. Cell phones to vibrate; if you must check your email or messages, do not do so in a way that disturbs the class. Act professionally.
4. Be prepared with an opinion or answer at all times. The nature of this class is that discussion is vital to learning. Wrong Answers are always preferable to No Answer! Often there is no correct answer; only varying opinions.
5. Be on time. If you have a class that ends at 7:10 elsewhere on campus, do not waste time coming to class.
6. Train your mind to think of the “why” and the “how,” and not just the “what.”

REQUIRED TEXTS AND READINGS:

There are no required texts for this class. Assigned readings will be sent via e-mail to students, or distributed in-class as appropriate. Recommended readings may occasionally be announced.

EVALUATION:

Assignment	Grade	Weight	Due Date
MIDTERM PAPER 1		15%	10/6
MIDTERM PAPER 2		15%	11/10
FINAL PAPER		30%	12/8
ATTENDANCE		39%	-3% for each missed class
CLASS PARTICIPATION/INSTRUCTOR EVALUATION		5%	
TOTAL		104%	

GRADING SCALE

A = 94 – 100	B+ = 88 – 89	C+ = 78 – 79	D = 60 – 69
A- = 90 – 93	B = 84 – 87	C = 74 – 77	F = 0 – 59
	B- = 80 – 83	C- = 70 – 73	

TENTATIVE COURSE SCHEDULE:

1. September 1, 2010 – Class 1

- Class Overview
- Objectives
- Methodology
- Student Evaluation
- Semester Project – Introductory Discussion
 - i. Options:
 1. International Children’s Festival, Wolf Trap, 9/19-20/10
 2. Fairfax Fall Festival, 10/9/10
 3. Clifton Day, “Downtown” Clifton, 10/10/10
 4. Others as approved by B. Feil

2. September 8, 2010 – Class 2

- Understanding the Vital Role of High Quality and Ethical Implementation in Event Success
- Events in Everyday Life
- Guest Services Discussion
- Assignment of MIDTERM ORAL PRESENTATION ASSIGNMENT –
 - Evaluation of Safety, Service, and Satisfaction Strategies
 - Student-led Class Discussion
 - What they do well?
 - What they can do better?
 - Who are the competition, and what differentiates them?
 - What else would you recommend?
 - Q&A
 - Options (1 student max. per topic)
 - IKEA
 - Wegmans
 - Build-a-Bear
 - Wal-Mart
 - Target
 - Five Guys
 - Chuck E. Cheese
 - JetBlue
 - Borders
 - Apple Store

3. September 15 – Class 3

- Mission Driven Programming
- Understanding Your Audience
- Event Design: Concept to Successful Reality
- Understanding Your Event – a 360 Degree Perspective
- Creating Ends, Means, Strategies and Tactics
 - i. Ends, Means, Strategies and Tactics
 - ii. Event Concepts, Systems and Operations in Use
 1. Crowd Management, Risk Management, and Safety Measures
 2. Guest Services
 3. Operations Planning
 4. Safety
 - iii. Variables

1. Compare to Industry Norms
 2. Time of Day Visited
 3. Number of visitors in group (i.e.: 2 vs. 12)
 4. Age of visitors in group (i.e.: similar experience for young families vs. all over 12 years old)
 - iv. BE COMPLETE
4. September 22 – Class 4
 - Crowd Management Planning
 - Understanding Disaster Scenarios
 - Basic Site Design Concepts
5. September 29 – Class 5 at Fairfax County Government Center, Suite 247
 - Fall for Fairfax Operations and Implementation “Behind the Scenes”
6. October 6 – Class 6
 - Mid-Term Oral Presentations
7. October 13 – Class 7
 - Operations Planning and Execution
 - a. Basic Operations Strategies
 - b. Effective Event Timelines
 - c. Operations Budgeting
 - d. Logistics Charts
 - e. Organizational Charts
 - f. Data Management
 - Overview of MIDTERM ORAL PRESENTATION 2
 - i. Choose an event concept
 - ii. Develop a plan for event design, marketing, and implementation
 - iii. Discuss steps to take, key Ends and Means, plus specific implementation tactics and strategies
8. October 20 – Class 8
 - Risk Management and Emergency Planning
 - Understanding Insurance & Liability for Events
 - The Art of Negotiating Contracts
9. October 27 – Class 9
 - Marketing & Promoting an Event
 - Developing a PR Plan
 - a. Square Pegs: Finding the Perfect Plan to Fit the Event
 - b. Strategies vs. Tactics
 - c. Traditional vs. Web 2.0 PR Efforts
 - d. Value vs. Cost
 - e. Creativity vs. Facts
 - f. Achieving and Tracking Results
 - g. Follow-up
 - In-Class PR Group Exercise
10. November 3 – Class 10
 - Generating, Implementing & Retaining Sponsorships
 - Understanding Sponsorship Negotiations

- In-Class Activity

11. November 10 – Class 11

- Budgeting for Events
- Understanding Cash Flow
- Short and Long Term Financial Strategies
- Maximizing Revenue Streams vs. Upsetting the Guest Experience
- Midterm 2 Presentations (half)

12. November 17 – Class 12

- Creating an Event Experience
- Managing Guest Expectations
- Volunteer Program Design and Management
- Midterm 2 Presentations (half)

13. November 24 – No Class

14. December 1 – No Class

15. December 8 – Class 13

- FINAL PAPER DUE IN CLASS
- Survey and Evaluation
 - Scientific vs. Anecdotal
 - 360 Perspective
 - Web 2.0 Tools
 - Focus Groups and Crowdsourcing
 - In-Class Activity
- Developing a Post-Mortem Report
- Planning and Implementing Future History
- End-of-Semester Wrap-up

Note: Faculty reserves the right to alter the schedule as necessary.



- ❖ All students are held to the standards of the George Mason University Honor Code [See <http://www.gmu.edu/catalog/apolicies/#Anchor12>]
- ❖ Counseling and Psychological Services (CAPS) provides a wide range of services to students, faculty, and staff. Services are provided by a staff of professional counseling and clinical psychologists, social workers, and counselors. The Center provides individual and group counseling, workshops and outreach programs -- experiences to enhance a student's personal experience and academic performance
- ❖ University policy states that all sound emitting devices shall be turned off during class unless otherwise authorized by the professor
- ❖ All official, course-related e-mail correspondence must be communicated through GMU e-mail accounts.
- ❖ Students with disabilities who seek accommodations in a course must be registered with the Disability Resource Center (DRC) and inform the instructor, in writing, at the beginning of the semester [See

www.gmu.edu/student/drc]

❖ For additional School of Recreation, Health, and Tourism information, please visit the website at <http://rht.gmu.edu>
