

TOUR 221: Event Implementation & Evaluation

George Mason University
School of Recreation, Health and Tourism
Tuesdays, September 1- December 15, 2009, 4:30 – 7:10 p.m.
Robinson Hall, A 206
Spring, 2010

Course Instructor: Barry Feil

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Office Hours: By appointment (e-mail please)

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.

Course Description:

This course provides students with case studies and hands-on opportunities to evaluate events and provide the means for successful event implementation, including post-event analysis and recommendations for improving event quality. All facets of event management are considered, including the economic, social, environmental and cultural impacts in relation to an event's programs 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.

TOUR 221 Grading System

Assignment	Grade	Weight	Due Date
MIDTERM PAPER 1		15%	February 23
MIDTERM PAPER 2		15%	March 30
FINAL PAPER		15%	April 27
CLASS EVENT		15%	April 10
ATTENDANCE		39%	-3% for each missed class
CLASS PARTICIPATION		5%	
TOTAL		104%	

Note: Your percentage scores on each of your assignments will be weighted to reflect the above grading system. Do not attempt to compute your scores through using strict percentage scores, as this will be a misrepresentation of your true grade. If you are uncertain as how to weight your percentage grades, let me know. You can use the table above to help you keep track of your grades.

To earn an:	Total points you must earn:
A+	97 to 106
A	94 to 96
A-	90 to 93
B+	87 to 89
B	84 to 86
B-	80 to 83
C+	77 to 79
C	74 to 76
C-	70 to 73
D	60 to 69
F	59 or lower

CLASS DATES/TOPICS:

1. January 19, 2010 – Class 1
 - Class & Syllabus Overview
 - Objectives of Class and How We Get There
 - Class Event Project – Saturday, April 10, 2010
 - Understanding the Role of Events
 - Events in Everyday Life
 - Guest Services Discussion/Exercise

2. January 26 – Class 2
 - Mission Driven Programming
 - Understanding Your Audience
 - Designing an Event Concept
 - Understanding Your Event – a 360 Degree Perspective
 - Creating Ends, Means, Strategies and Tactics
 - Activity – Introduction and Group Discussion for Class Event
 - Reading for Class 3 Assigned
 - MIDTERM PAPER 1 Overview – Due February 23rd
 - i. Locations From Which to Choose
 1. IKEA
 2. Wegmans
 3. The Johnson Center Food Court
 4. Build-a-Bear

5. Wal-Mart
 6. Tysons Corner Center
 7. Chuck E. Cheese
 8. Other As Approved
 - ii. Ends, Means, Strategies and Tactics
 - iii. Event Concepts, Systems and Operations in Use
 1. Crowd Management, Risk Management, and Safety Measures
 2. Guest Services
 3. Operations Planning
 4. Safety
 - iv. 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)
 - v. BE COMPLETE
3. February 2 – Class 3
 - Crowd Management Planning
 - Understanding Disaster Scenarios
 - Risk Management and Emergency Planning
 - Reading for Class 4 Assigned
 4. February 9 – Class 4
 - Basic Site Design Concepts
 - Basic Operations Strategies
 - a. Effective Event Timelines
 - b. Operations Budgeting
 - c. Logistics Charts
 - d. Organizational Charts
 - e. Data Management
 - Reading for Class 5 Assigned
 5. February 16 – Class 5
 - Risk Management
 - Understanding Insurance & Liability for Events
 - The Art of Negotiating Contracts
 - In-Class Activity
 - Reading for Class 6 Assigned
 6. February 23 – Class 6
 - Special Topic 1 – Developing an Entertainment Component for Public Events
 - a. Why Incorporate Entertainment
 - b. Revenue and Expense Considerations
 - c. Developing a Framework
 - d. How to Select Performers
 - e. Making Offers (and Choosing the “Right Price”)
 - f. Contract Considerations
 - g. Executing the Performances Professionally
 - h. National vs. Local/Regional Artists
 - MIDTERM PAPER 1 DUE In Class
 - Reading for Class 7 Assigned

7. March 2 – Class 7
 - 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
 - Overview of MIDTERM PAPER 2 – DUE March 30
 - a. Choose an event from the following
 - i. Shamrock Fest – March 13 at RFK Stadium
 - ii. Washington Home & Garden Show – March 12-14 at DC Convention Center
 - iii. Ringling Bros. & Barnum and Bailey Circus – March 18-21 at Verizon Center
 - iv. National Marathon – March 20; Start/Finish at RSK Stadium
 - b. Research, Evaluate and Recommend Changes to Status Quo
 - c. Consider:
 - i. Public Relations Objectives, Strategies, Tactics and Results
 - ii. Sponsorship Plan, Visibility, etc...
 - iii. Use websites, on-site evaluation and interviews as appropriate
 - iv. BE COMPLETE
8. March 9 – SPRING BREAK
9. March 16 – Class 8
 - Generating, Implementing & Retaining Sponsorships
 - Understanding Sponsorship Negotiations
 - In-Class Activity
 - Reading for Class 9 Assigned
10. March 23 – Class 9
 - Creating an Event Experience
 - Managing Guest Expectations
 - Volunteer Program Design and Management
 - In-Class Activity
 - Reading for Class 10 Assigned
11. March 30 – Class 10
 - Budgeting for Events
 - Understanding Cash Flow
 - Short and Long Term Financial Strategies
 - Maximizing Revenue Streams vs. Upsetting the Guest Experience
 - In-Class Activity
 - FINAL PAPER OVERVIEW PRESENTED – DUE IN CLASS ON 4/27
 - MIDTERM PAPER 2 DUE IN CLASS
12. April 6– Class 11
 - Survey and Evaluation
 - Scientific vs. Anecdotal
 - 360 Perspective
 - Web 2.0 Tools
 - Focus Groups and Crowdsourcing

- In-Class Activity
 - Final Preparations for Saturday, April 10th Event
13. SATURDAY, April 10, NoVEN Annual Conference
- Class Event – Mandatory Participation Unless Approved by Instructor
14. April 13 – NO CLASS
15. April 20 – Class 12
- Special Topic TBD
16. April 27 – Class 13
- FINAL PAPER DUE IN CLASS
 - Developing a Post-Mortem Report
 - Planning and Implementing Future History
 - End-of-Semester Wrap-up

About the Midterm and End-of-Semester Papers

Three papers are assigned to each student during the semester. Each must be submitted at the assigned time both in-class in high presentation quality, as well as e-mailed to the instructor (text only).

In each case, the student will be judged on quality of work, detail of content, presentation appearance and grammar/spelling/readability. This will be further reviewed in-class.

TOUR 221 Class Policies

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 4:30 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.



School of Recreation, Health and Tourism

- ❖ All students are held to the standards of the George Mason University Honor Code.
- ❖ University policy states that all sound emitting devices shall be turned off during class unless otherwise authorized by the professor.
- ❖ STUDENTS WITH DISABILITIES: Students having documentation on file with the Disability Support Services Office should bring this to the attention of the professor.
- ❖ <http://www.rht.gmu.edu/>