

George Mason University
School of Recreation, Health and Tourism

TOUR 221: Event Implementation & Evaluation (3 credits)
Fall, 2013

DAY/TIME:	Tues., 4:30 – 7:10	LOCATION:	Robinson B-222
INSTRUCTOR:	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 (Texts Accepted in Case of Emergency Situations)
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 events, 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 (as applicable) each class meeting. The success of this class is based on interaction of the students and sharing of view and opinions. Each missed class will result in a 4% deduction from your total grade. 5% of your final grade will be determined by instructor discretion, based upon your active participation in class discussions, timely submission of assignments, and in-class activities. No make-ups are permitted. Latenesses of at 10 to 30 minutes will result in a -1 for your attendance that day. Greater lateness times will result in greater deductions.
2. **Required Reading/Take-home Assignments** – As there is no text book for this class, required readings or research will be distributed either electronically or in-class. It is expected that all assignments 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 many class days, students will participate in an in-class Group Think or other exercises 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 academic outcome.
4. **Individual Projects** – All graded submissions are 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..., except as specifically permitted and/or required by the instructor.
5. **Project Submission** – Written projects/papers must be submitted in class, or in case of absence by e-mail to barry.feil@fairfaxcounty.gov. At the time an electronic 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 103%; that is, if a student receives the maximum score on each grading area, actively participates in the class, and attends every class, (s)he would receive a grade of 103 (out of a maximum 100). Thus, each student is provided 3 points of extra credit from the start of the semester.

The only other extra credit available is to successfully complete a full-day event experience at an approved location. The instructor will provide more information on this on the first day of class.

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. PowerPoints of lectures may be provided electronically, but do not contain all of the detailed materials related to the subject areas being covered.
8. **Papers/Reports** – Any/all submitted documents are required to be submitted in one of the following formats:
 - a. SINGLE SPACED with a double space between each paragraph
 - b. 1.5 SPACING format, with a double space or greater between each paragraph

Students are expected to make reports easy-to-read yet comprehensive in their scope. 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.

9. **Crediting Outside Sources** – Footnotes and/or citing of sources are appropriate and required if information provided by student is taken from another source. Failing to provide source information is considered to be a serious violation. Failure to provide any citations where it is obvious that information is not the original thought of the student is subject to failure or the assignment of a grade of “0.”

10. **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.

Students are expected to arrive on-time. Class discussions and lectures will begin promptly at 4:30 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.

NATURE OF COURSE DELIVERY

Face to Face

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.

REQUIRED FOR EVERY CLASS:

1. Be prepared with your laptop, class PowerPoint and materials (or printouts if you wish to not bring your laptop) if provided in advance (e-mailed to you by 10 p.m. Monday evening). If the PowerPoint is not provided, then handouts will be issued in class instead.
2. Laptops are to be used only for class related work; please, no Facebook or other social media applications. Failure to abide by this policy **will** result in a loss of points on a student's final grade (as much as 5% for each repeated violation).
3. Set cell phones to silent or 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. Incorrect 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 just before this class elsewhere on campus, do not waste time. Lateness, especially on a repeated basis, **will** affect your attendance and instructor discretion points.
6. Train your mind to think of the "why" and the "how," and not just the "what."

EVALUATION

Assignment	Grade	Weight	Due Date
Attendance		39%	13 Classes
Submission 1 – Events in Every Day Life		5%	September 10 th
Submission 2 – Averting Disaster		10%	October 1 st
Submission 3 – Semester Project		25%	December 3 rd
TOUR 221: The Apprentice – Group		10%	November 19 th
TOUR 221: The Apprentice – Individual		10%	November 19 th
Instructor Discretion		4%	N/A
Event Experience		Extra Credit	5% for each successful experience to cap of 10%
TOTAL		103%	

GRADING SCALE

Grading Scale

A+ = 97 – 100	B+ = 87 – 89	C+ = 77 – 79	D = 60 – 69
A = 94 – 96	B = 84 – 86	C = 74 – 76	F = 0 – 59
A- = 90 – 93	B- = 80 – 83	C- = 70 – 73	

TENTATIVE COURSE SCHEDULE:

1. August 27 – Class 1 - Overview
 - Class Overview and Objectives
 - Methodology/Student Evaluation
 - Overview of Required Submissions and Assignments
 - Review of Extra Credit Event Experiential Opportunities
 - Overview of Tour 221: The Apprentice
 - Lecture:
 - i. Understanding the Vital Role of High Quality and Ethical Implementation in Event Success
 - ii. Events in Everyday Life/Guest Services Discussion
 - Assignment of Submission 1 – Events in Every Day Life Paper (3-5 pages) – Due September 10th
 - TOUR 221: The Apprentice – Group Initial Meetings
 - i. Select Team Structure/Leadership
 - ii. Brainstorm 10 Event Concepts

2. September 3 – Class 2 – Mission Driven Programming
 - Understanding Your Audience
 - Event Design: Concept to Successful Reality
 - Understanding Your Event – a 360 Degree Perspective
 - Case Studies
 - Homework for September 17th: Research 2 of the following as assigned by Instructor:
 - Great Adventure Fire – 1984 (including 5 part video series)
 - Altamont Free Concert – 1969 (including video interviews)
 - The Who in Cincinnati Tragedy – 1979 (including video interviews)
 - The Station Nightclub Fire – 2003 (including video)
 - TOUR 221: The Apprentice – Group Meetings
 - i. Select 1 to 3 Events for Final Consideration

3. September 10 - Class 3 – Off-Site Class Day

<ol style="list-style-type: none">a. Meet at Burke Lake Park Train Ride at 4:45 p.m. – No exceptionsb. DRESS APPROPRIATELY, with comfortable walking shoes – No open toed shoes or flip flops!c. 7315 Ox Rd Fairfax Station, VA 22037d. SUBMISSION 1 DEADLINE – BRING TO PARK
--

4. September 17 - Class 4 – Understanding Crowd Behaviors and Ethical Risk Management
 - Crowd Management Planning
 - Understanding Disaster Scenarios
 - Basic Site Design Concepts
 - Assignment of Submission 2: Averting Disaster Paper (3-5 pages) – Due October 1st
 - TOUR 221: The Apprentice – Crowd Management Group Think & Finalize Event Concept

5. September 24 – Class 5 – Operations Planning and Execution/Risk Management and Contracts
 - Basic Operations Strategies
 - Effective Event Timelines
 - Operations Budgeting
 - Logistics Charts
 - Organizational Charts & Human Resource Management
 - Data Management
 - Risk Management and Emergency Planning
 - Understanding Insurance & Liability for Events
 - The Art of Negotiating Contracts
 - In-Class Negotiating Activity

6. October 1 – Class 6 – Marketing & Promotion
 - SUBMISSION 2 - DEADLINE
 - Marketing & Promoting an Event
 - Developing a PR Plan

- PR Implementation
 - TOUR 221: The Apprentice – Marketing & Promotion Group Think
7. October 8 - Class 7 – Sponsorships Planning and Implementation
- Generating, Implementing & Retaining Sponsorships
 - Valuation of Sponsorships
 - Understanding Sponsorship Negotiations
 - TOUR 221: The Apprentice – Group Think – Sponsorship/Fundraising Group Think

October 15 – NO CLASS

8. October 22 – Class 8 – Finance Management for Event Producers
- Budgeting for Events
 - Understanding Cash Flow
 - Short and Long Term Financial Strategies
 - Maximizing Revenue Streams vs. Upsetting the Guest Experience
 - TOUR 221: The Apprentice – Effective Budgeting Group Think
9. October 29 - Class 9 – Incredible Guest Experiences
- Concepts of Program Development
 - Cohesively Meshing Programs, Sponsorships, and Volunteers
 - Creating an Event Experience
 - Managing Guest Expectations
 - TOUR 221: The Apprentice – Creating Incredible Experiences Group Think
10. November 5 - Class 10 – Volunteer Management
- Volunteer Program Design and Management
 - TOUR 221: The Apprentice – Volunteer Management Group Think
 - TOUR 221: The Apprentice – Group Work Time
 - TOUR 221: The Apprentice – Faculty Meeting
11. November 12 – Class 11 – Implementation to Evaluation to Implementation
- Survey and Evaluation
 - Developing, Creating and Implementing an Event Post-Mortem
 - Planning and Implementing Future History
 - TOUR 221: The Apprentice – Survey and Evaluation Group Think
12. November 19 – Class 12 – Meet in Apprentice Groups
- TOUR 221: The Apprentice – Confidential Experience Evaluation and Critique Due (Hard Copy at Start of Class)
 - TOUR 221: The Apprentice – Presentations
 - SUBMISSION 3 – EARLY DEADLINE (10 Bonus Points on Project)
13. November 26 – No Class
14. December 3 - Class 13
- SUBMISSION 3 DEADLINE
 - Semester Review - Open Q&A
 - Practical Applications of TOUR 221 and Your TEM Experiences
 - Holiday Train Full Business Plan Review

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

GMU Policies and Resources for Students

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://academicintegrity.gmu.edu/honorcode/>].
- Students must follow the university policy for Responsible Use of Computing [See <http://universitypolicy.gmu.edu/1301gen.html>].
- Students are responsible for the content of university communications sent to their George Mason University email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students solely through their Mason email account.
- The George Mason University Counseling and Psychological Services (CAPS) staff consists of professional counseling and clinical psychologists, social workers, and counselors who offer a wide range of services (e.g., individual and group counseling, workshops and outreach programs) to enhance students' personal experience and academic performance [See <http://caps.gmu.edu/>].
- Students with disabilities who seek accommodations in a course must be registered with the George Mason University Office of Disability Services (ODS) and inform their instructor, in writing, at the beginning of the semester [See <http://ods.gmu.edu/>].
- The George Mason University Writing Center staff provides a variety of resources and services (e.g., tutoring, workshops, writing guides, handbooks) intended to support students as they work to construct and share knowledge through writing [See <http://writingcenter.gmu.edu/>].
- Students must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor.
- Students are expected to exhibit professional behaviors and dispositions at all times.

Core Values Commitment

The College of Education & Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles. <http://cehd.gmu.edu/values/>

