

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

TOUR 220 002: Introduction to Events Management (3)
Fall 2014

DAY/TIME:	W/F 9:00 – 10:15 a.m.	LOCATION:	FFX – Krug Hall 242
INSTRUCTOR:	Tina Jones	EMAIL ADDRESS:	tjonesq@gmu.edu
OFFICE LOCATION:	PW – BRH 203	PHONE NUMBER:	703-993-2062
OFFICE HOURS:	W – 11:00am – 1:30 pm F – (10/17-12/5) 1:15pm – 2pm @ FFX	FAX NUMBER:	703-993-2025

PREREQUISITES:
None

COURSE DESCRIPTION

Explores principles and practices of managing medium- and large scale events including festivals, conventions, concerts, shows, sporting events, and ceremonies. Emphasizes organization, site preparation, communications, personnel, and security as well as evaluation and innovation.

COURSE OBJECTIVES

At the completion of this course, you should be able to:

- 1) describe the scope and evolution of events management
- 2) recognize and apply relevant theories to the event management process
- 3) create promotional materials for events
- 4) understand event sponsorship
- 5) set up and analyze a budget and determine pricing for events
- 6) understand and apply appropriate qualitative and quantitative evaluation of events
- 7) effectively apply risk management practices
- 8) understand the role and management of event volunteers
- 9) describe and pinpoint event impacts
- 10) effectively work with clients in the provision of event management services

COURSE POSTINGS

Course materials will be posted on Blackboard, which can be accessed through <https://mymasonportal.gmu.edu/>. Please check Bb before each class.

COURSE OVERVIEW

1. **Attendance** – Regular attendance is essential to your success in TOUR 220. Be sure to let your instructor know, after class, if you came in late so that you will not be counted as absent.
2. **Homework/In-class Assignments** – Throughout the semester, you will regularly have homework and in-class assignments. In addition to your textbook, you may be assigned additional material to read. No homework or in-class assignment will be accepted late; no homework or in-class assignment can be made up. If you are absent from class, it is your responsibility to find out what homework was assigned.

3. **Event Team Project Assignments** – Each student will be working in small groups of 3-5 students to complete 2 major event projects and a final presentation. Any team assignment that is handed in late will receive half credit.
4. **Peer Evaluations** – You will complete peer evaluations pertaining to the event project. Any team member who receives consistently low peer evaluations may lose up to 100 points (no credit) on the final project and final project presentation. Your instructor will determine deduction amounts, if any, based on the team feedback.
5. **Instructor Arrival Policy** – If your instructor is not in the classroom at 9:00 a.m. please wait 20 minutes before leaving.
6. **Midterm and Final Exams** – The midterm and final exams must be completed on the scheduled dates.

NATURE OF COURSE DELIVERY

Face to face

REQUIRED READINGS

Silvers, Julia Rutherford (2012) Professional Event Coordination, 2nd Edition, Hoboken, New Jersey: John Wiley & Sons, Inc.

EVALUATION

Assignment	Weight	Due Date
Events Around the World Presentation - <i>Students will work in pairs. Students select an event of their choice that takes place outside of the U.S. to research. Students will prepare a presentation for the class in order to expand their awareness and knowledge of events that take place around the world.</i>	10% (.10)	as assigned
Site Visit Analysis– <i>Students will be required to tour an event venue of their choice, have a meeting with the venue staff to learn more about the facility and events held there and prepare a written analysis which will include an introduction, descriptions of the venue and it's amenities, listing of events that are held at the venue, a discussion of the advantages and challenges of the venue and a summary/conclusion.</i>	5% (.05)	9/26
Event Plan and Design - <i>Students will work in small teams to create an event plan. This will start the thought process regarding what will ultimately be a much larger final project. This project will include discussions of the SWOT analysis, goals and objectives, event title, time and date, theme, target audience, timeline, venue and human resources/volunteer support.</i>	10% (.10)	10/3
Final Project - <i>Each team will complete a comprehensive final event project in which they will design and plan an event from start to finish. Major components of the final project will include the updated event plan, marketing materials, a detailed budget, specific activities for the event program, greener event initiatives, a floor plan/site layout, event impacts, a risk management plan, a production schedule, a sponsorship proposal and a post-event survey.</i>	20% (.20)	12/3 &12/5
Project Presentation – <i>Each team will give a presentation to the class outlining the event they have designed.</i>	10% (.10)	12/3 & 12/5 as assigned
In-class Assignments, Homework and Attendance - <i>Students are expected to participate in class. In-class assignments and homework assignments will be assigned regularly. These assignments must be turned in on time in order to receive credit. Late homework/assignments will not receive any credit.</i>	15% (.15)	as assigned
Midterm	15% (.15)	10/8
Final	15% (.15)	TBA
Total	100%	

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

DATE			TOPIC	READINGS/ASSIGNMENT DUE
W	August	25	Introduction to Special Events	
F	August	29	Role & Scope of Event Coordination	Chapter 1
W	September	3	Creating an Event Plan	Chapter 2
F	September	5	Developing the Event Site	Chapter 3
W	September	10	Developing the Event Site	Chapter 3
F	September	12	Event Infrastructure	Chapter 4
W	September	17	Event Infrastructure	Chapter 4
F	September	19	Event Environment and Themes	Chapter 6
W	September	24	Event Marketing	Chapter 5
F	September	26	Accommodating the Audience	Chapter 5, Site Analysis Due
W	October	1	ADA Compliance/Event Accommodations	Course Postings
F	October	3	Event Production	Chapter 7, Event Plan Due
W	October	8	Midterm Exam	
F	October	10	Budget/Financial Administration	Course Postings
W	October	15	Event Sponsorship	Course Postings
F	October	17	Staging/Entertainment/Speakers, Ancillary Programs	Chapter 8 & 9
W	October	22	Patriot Center Tour (tentative, not confirmed)	
F	October	24	Food & Beverage Operations	Chapter 10
W	October	29	Risk Management/Safe Operations	Chapters 12
F	October	31	Working with Event Vendors/Contracts	Chapter 13
W	November	5	Volunteers and HR Management	Chapter 13 Marketing & Sponsorship Draft Due
F	November	7	Knowledge Management	Chapter 14
W	November	12	Event Surveys/Event Evaluation	Course Postings

DATE			TOPIC	READINGS/ASSIGNMENT DUE
F	November	14	Event Impacts	Course Postings
W	November	19	Sustainable Success	Chapter 15 Budget Draft Due
F	November	21	Event Amenities & Awards	Chapter 11
W	November	26	No Class – Thanksgiving Break	
F	November	28	No Class – Thanksgiving Break	
W	December	3	Group Presentations	Final Project Due
F	December	5	Group Presentations	Final Project Due
	December		Final Exam - TBA	

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

Student Expectations

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://academicintegrity.gmu.edu/honorcode/>].
- 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/>].
- 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.
- Students must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor.

Campus Resources

- 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/>].
- 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/>].
- For additional information on the College of Education and Human Development, School of Recreation, Health, and Tourism, please visit our website [See <http://rht.gmu.edu>].

PROFESSIONAL BEHAVIOR: Students are expected to exhibit professional behaviors and dispositions at all times.

CORE VALUES COMMITMENT: The College of Education and Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles.

