

George Mason University
School of Recreation, Health and Tourism

TOUR 221: Event Implementation & Evaluation (3 credits)
Spring, 2015

DAY/TIME:	Tues., 4:30 – 7:10	LOCATION:	Krug Hall 242
INSTRUCTOR:	Barry Feil	EMAIL ADDRESS:	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 be able 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.
Accurately assess the challenges and successes of varying types of events.
- 3) Create a viable event marketing and public relations plan based on a given event's assets, needs, stakeholders and organizational mission.
- 4) Produce a comprehensive post-event critique and report, which details recommendations for change and methods for future implementation.
- 5) Perform a crowd management assessment and be able to implement changes or new protocols for the safety of event attendees.
- 6) 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 6% deduction from your total grade. A 3-point bonus will be provided for students who attend at least 10 class days. For any attended class, the student will receive 2 additional points if (s)he has proven preparedness by being able to offer insight, opinions, and answers to direct questions by the instructor. An additional 5 bonus points may be earned by enthusiastic participation in in-class projects, discussions, and direct questioning by the instructor. No make-ups are permitted. Lateness of 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 if a student is called upon in class to answer a question or offer an opinion, that the student will be prepared based upon the required readings for that day's class (or previous class materials).
- 3. In-class Projects and Exercises** – Virtually every class day will be broken into three component parts: 1) A review of the pre-class readings for that day, along with class discussion and direct questioning by the instructor; 2) Group scenario discussions and reporting to the full class, possibly including debates, brainstorming, and other group activities; and 3) Team planning, known as GroupWork, related to that day's topic area(s) in preparation for the APPRENTICE: TOUR 221 end-of-semester presentations. 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 for each student.
- 4. Individual Projects** – There are no individual projects for TOUR 221, as the class has been developed with team and peer discussions as the primary learning tool. An end-of-semester confidential survey is the only individual assignment, and the latter is expected and required to be performed by each student individually without discussion with any other students.
- 5. Group Projects** – TOUR 221 outcomes are based upon a variety of group and team experiences. It is expected that each student will participate fully. The APPRENTICE: TOUR 221 exercise is designed for students to work together in teams. Each participating team member will receive a full 15 points for a successfully completed APPRENTICE presentation. Points will be deducted for students who are clearly not prepared or who did not participate in the planning process. An additional 10 points will be available for students based upon their completion (with detail) of the end-of-semester survey about the Apprentice activity and the class as a whole.
- 6. Project Submission** – There is no written project submission for TOUR 221 this semester.
- 7. Extra Credit** – Each student begins the semester with a maximum grade of 105%; 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.
- 8. 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.
- 9. Papers/Reports** – Any/all submitted papers, if any, must be written using APA style, and all sources and resources must be cited using APA formatting.
- 10. 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."

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.

Students are expected to arrive on-time. Class discussions and lectures will begin promptly at 4:30 p.m. and will recommence 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-mailed links to students, or distributed in-class as appropriate. Recommended readings may occasionally be announced.

REQUIRED FOR EVERY CLASS:

1. Be prepared with your laptop and class 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).
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."
7. You will choose your seat at the beginning of the first class. That will be your seat for the entire semester. No changes, please.

EVALUATION

Assignment	Grade	Weight	Date
Attendance on each class day – 4%/class for 12 class days		48%	
Active participation on each class day – 2% for 12 class days		24%	
Group Presentation – Apprentice Project		15%	April 29 th
TOUR 221: The Apprentice – Survey		10%	April 22 nd
Instructor Discretion		5%	N/A
Attendance Bonus		3%	10 classes
TOTAL		105%	

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. January 20 – Class 1 - Overview
 - Class Overview and Objectives
 - Methodology/Student Evaluation
 - Class Structure and Learning Environment
 - Overview of Tour 221: The Apprentice
 - Discussion:
 - i. Understanding the Vital Role of High Quality and Ethical Implementation in Event Success
 - ii. The Concept of Events in Everyday Life
 - Assignment of Class 2 Preparation – Events in Every Day Life
 - Assignment of and Q&A related to Class 2 Readings
 - TOUR 221: The Apprentice – Group Initial Meetings
 - i. Discussion and Selection of Event Type (In-class events to be drafted)
2. January 27 - Class 2 – Mission Driven Programming
 - Review of Readings and Discussion
 - Understanding Your Audience
 - Event Design: Concept to Successful Reality
 - Understanding Your Event – a 360 Degree Perspective
 - Case Studies
 - Group Debate, Discussion, and Report-out
 - Assignment of Class 3 Preparation – Crowd Management and Public Safety
 - TeamWork: Determining Apprentice Event Specifics
3. February 3 – Class 3 – Understanding Crowd Behaviors, Site Design, and Public Safety
 - Review of Readings and Discussion
 - Crowd Management Planning
 - Understanding Disaster Scenarios
 - Basic Site Design Concepts
 - Public Safety
 - Event Scenarios Related to Topic; Team and Class Discussion
 - Assignment of Class 4 Preparation – Ethical Risk Management, Insurance and Liability, and Contracts
 - TeamWork: Considering Anticipated Audience, Site Layout Considerations, and Crowd Management
4. February 10 – Class 4 – Ethical Risk Management, Insurance and Liability, and Contracts
 - Review of Readings and Discussion
 - Ethical Risk Management
 - Concepts of Risk Management, Including Insurance and Liability
 - Understanding Concepts, Design, and Purpose of Contracts
 - Event Scenarios Related to Topic; Team and Class Discussion
 - Assignment of Class 5 Preparation –The Art of Negotiation and Basic Operations Strategies
 - TeamWork: Considering and Preparing for Event Risk, and Areas of Potential Liability
5. February 17 – Class 5 – The Art of Negotiation and Basic Operations Strategies
 - Review of Readings and Discussion
 - The Art of Negotiation and Its Relationship to Risk Management
 - Basic Operations Strategies
 - Effective Event Timelines
 - Operations Budgeting
 - Logistics Charts
 - Organizational Charts & Human Resource Management
 - Data Management
 - Negotiating Exercise
 - Assignment of Class 6 Preparation – Marketing & Promotion
 - TeamWork: Operations Planning
6. February 24 – No Class
7. March 3 – Class 6 – Marketing & Promotion
 - Review of Readings and Discussion
 - Event Marketing & PR Concepts, Strategies, and Tactics

- Development of a PR Plan
 - Implementation Challenges and Opportunities for Success
 - Event Scenarios Related to Topic; Team and Class Discussion
 - Assignment of Class 7 Preparation –Sponsorship Planning & Implementation
 - TeamWork: PR Planning
8. March 17 - Class 7 – Sponsorships Planning and Implementation
- Review of Readings and Discussion
 - Concepts of Sponsorship Management
 - Communicating the Brand Message to Attain Sponsorship Program Success
 - Retention, ROI, and Psychological Contracts in Sponsorship Management
 - Event Scenarios Related to Topic; Team and Class Discussion
 - Assignment of Class 8 Preparation –Finance Management and Planning for Events
 - TeamWork: Sponsorship Planning and Strategies
9. March 24 – Class 8 – Finance Management for Event Producers
- Review of Readings and Discussion
 - Budgeting for Events
 - Understanding Cash Flow
 - Short and Long Term Financial Strategies
 - Maximizing Revenue Streams vs Upsetting the Guest Experience
 - Event Scenarios Related to Topic; Team and Class Discussion
 - Assignment of Class 9 Preparation –Incredible Guest Experiences
 - TeamWork: Finance Management
10. March 31 - Class 9 – Incredible Guest Experiences
- Review of Readings and Discussion
 - Concepts of Program Development
 - Cohesively Meshing Programs, Sponsorships, and Volunteers
 - Creating an Event Experience
 - Managing Guest Expectations
 - Event Scenarios Related to Topic; Team and Class Discussion
 - Assignment of Class 109 Preparation – Volunteer Management
 - TeamWork: Incredible Guest Experiences
11. April 7 - Class 10 – Volunteer Management
- Review of Readings and Discussion
 - Volunteer Program Design and Management
 - Recruitment and Retention
 - Understanding Volunteer Motivations
 - Job Descriptions of Volunteers and their Supervisory Staff
 - Managing Expectations & Developing Positive Psychological Contracts
 - Event Scenarios Related to Topic; Team and Class Discussion
 - Assignment of Class 11 Preparation – Implementation to Evaluation to Implementation
 - TeamWork: Volunteer Management
12. April 14 – Class 11 – Implementation to Evaluation to Implementation
- Review of Readings and Discussion
 - The Post-Event Evaluation and Post Mortem
 - Techniques for Evaluation
 - Case Study(ies)
 - Event Scenarios Related to Topic; Team and Class Discussion
 - TeamWork: Final In-Class Planning Time
13. April 21 – TeamWork On Own – No Class
14. April 28 – Class 12 – Apprentice Group Presentations
- TOUR 221: The Apprentice – Confidential Experience Evaluation and Critique Due

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/>

