College of Education and Human Development School of Sport, Recreation, and Tourism Management	
Course Information	TOUR 355—Event Logistics Fall 2021 3 Credit Class Fall 2021 CRN: 82648 WEDNESDAY & FRIDAY 1:30-2:45 MTB: 1014
Instructor: Kevin Dunayer	Please refer to your online course: https://mymasonportal.gmu.edu/ Office Hours Wednesday 9a-11am or by appointment Office Phone: 703-993-2912 Office Location: PAB A407 E-Mail: kdunayer@gmu.edu
Course Description	Explores practical considerations of event logistics and operations for conferences, conventions and exhibitions throughout the event industry sector.
Course Objectives & Learning Outcomes	1) Demonstrate an understanding of industry standards for event operations. 2) Articulate common definitions and specifications used in everyday situations. 3) Complete applied event logistical projects to learn how to design event operation and set up. 4) Develop event operation customer service performance standards. 5) Increase the student's ability to be proactive. 6) Create practices that allow students to develop initiative and problem-solving skills.

Course Methodology	The class format will combine reading, lectures, videos, discussions, learning activities, exams and other learning tools. The class will be interactive and require every student to be engaged in the classroom discussion and assignments. In addition to the lectures, screencasts and timely completion of assignments, every student will be expected to be an active participant and a dedicated individual applying what you learn to every element of the course work.
Required textbook(s) and/or materials	Production and Logistics in Meeting, Expositions, Events and Conventions 1st Edition (2015) by George G. Fenich Ph.D Additional Reading materials will be distributed online CVENT/Social Tables (SRTM has a Student Account)
Helpful Computer Information	**Hardware:** You will need access to a Windows or Macintosh computer with at least 2 GB of RAM and access to a fast and reliable broadband internet connection (e.g., cable, DSL). A larger screen is recommended for better visibility of course material. You will need speakers or headphones to hear recorded content and a headset with a microphone is recommended for the best experience. For the amount of Hard Disk Space required taking a distance education course, consider and allow for: 1. the storage amount needed to install any additional software and

	2. space to store work that you will do for the course. If you consider the purchase of a new computer, please go to Patriot Tech to see recommendations. **Software:** Many courses use Blackboard as the learning management system. You will need a browser and operating system that are listed compatible or certified with the Blackboard version available on the myMason Portal. See supported browsers and operating systems. Log in to myMason to access your registered courses. Some courses may use other learning management systems. Check the syllabus or contact the instructor for details. Online courses typically use Acrobat Reader, Flash, Java, and Windows Media Player, QuickTime and/or Real Media Player. Your computer should be capable of running current versions of those applications. Also, make sure your computer is protected from viruses by downloading the latest version of Symantec Endpoint Protection/Anti-Virus software for free here. Students owning Macs or Linux should be aware that some courses may use software that only runs on Windows. You can set up a Mac computer with Boot Camp or virtualization software so Windows will also run on it. Watch this video about using Windows on a Mac. Computers running Linux can also be configured with virtualization software or configured to dual boot with Windows. Note: If you are using an employer-provided computer or corporate office for class attendance, please verify with your systems administrators that you will be able to install the necessary applications and that system or corporate firewalls do not block access to any sites or media types. **Course-specific Hardware/Software** Check the syllabus for your course or contact the instructor prior to the start of the course to find out about specific technical requirements for your class. Hardware or software required for your course or program may be available for purchase at Patriot Computers (the University's computer store that offers educational discounts and special deals).
Course Website	Blackboard 9.1 will be used for this course. You can access the site at http://mymasonportal.gmu.edu. Login and click on the "Courses" tab. You will see TOUR 355 NOTE: Username and passwords are the same as your Mason email account. You must have consistent access to an internet connection in order to complete the assignments in this course through Blackboard (http://mymason.gmu.edu). Note the technology requirements for School of Business in your Blackboard course menu—it contains details of minimum technology requirements.
Participation	Learning can only happen when you are playing an active role. It is important to place more emphasis on developing your insights and skills, rather than transmitting information. Knowledge is more important than facts and definitions. It is a way of looking at the world, an ability to interpret and organize future information. An active learning approach will more likely

	result in long-term retention and better understanding because you make the content of what you are learning concrete and real in your mind. Although an active role can look differently for various individuals, it is expected in this class that you will work to explore issues and ideas under the guidance of the professor and your peers. You can do this by reflecting on the content and activities of this course, asking questions, striving for answers, interpreting observations, and discussing issues with your peers.
Rules and Expectations	In correspondence/communication students will be expected to: a) Be professional and respectful in correspondence b) Make reasonable requests of the instructor. We will be happy to clarify course material and answer legitimate questions; however, please exhaust other information sources (e.g., syllabus, Blackboard) for answering your question before contacting me and remember, "Poor planning on your part does not constitute an emergency on my part" In regard to honesty in work students will be expected to: a) Review the University integrity and honesty policies in the student handbook for guidelines regarding plagiarism and cheating (summarized below). I will gladly clarify my stance on any questionable or "grey area" issues you may have. b) Refrain from dishonest work as it will receive a minimum penalty of zero on the assignment and a maximum penalty of a zero for the course with a report to the Honor committee. The GMU Honor Code requires that faculty submit any suspected Honor Code violations to the Honor Committee. Therefore, any suspected offense will be submitted for adjudication.
Mason Honor Code	**The complete Honor Code is as follows:** *To promote a stronger sense of mutual responsibility, respect, trust, and fairness among all members of the George Mason University community and with the desire for greater academic and personal achievement, we, the student members of the university community, have set forth this honor code:* **Student members of the George Mason University community pledge not to cheat, plagiarize, steal, or lie in matters related to academic work.** *(From the Catalog – catalog.gmu.edu)*
Cheating Policy	Any form of cheating on an activity, project, or exam will result in zero points earned. "Cheating" includes, but is not limited to, the following: reviewing others' exam papers, having ANY resources utilized when not allowed, collaborating with another student during an individual assignment. If you have questions about when the contributions of others to your work must be acknowledged and appropriate ways to cite those contributions, please talk with the professor or utilize the GMU writing center.
Plagiarism and the Internet	Copyright rules also apply to users of the Internet who cite from Internet sources. Information and graphics accessed electronically must also be cited, giving credit to the sources. This material includes but is not limited to e-mail (don't cite or forward someone else's e-mail without permission), newsgroup material, information from Web sites, including graphics. Even if you give credit, you must get permission from the original source to put any graphic that you did not

	create on your web page. Shareware graphics are not free. Freeware clipart is available for you to freely use. If the material does not say "free," assume it is not. Putting someone else's Internet material on your web page is stealing intellectual property. Making links to a site is, at this time, okay, but getting permission is strongly advised, since many Web sites have their own requirements for linking to their material. Review the Honor Code here.
GMU Policies and Resources for Students	***Policies*** • Students with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services. Approved accommodations will begin at the time the written letter from Disability Services is received by the instructor (see https://ds.gmu.edu/). ***Campus Resources*** Support for submission of assignments to VIA should be directed to viahelp@gmu.edu or https://cehd.gmu.edu/aero/assessments. Questions or concerns regarding use of Blackboard should be directed to https://its.gmu.edu/knowledge-base/blackboard-instructional-technology-support-for-students/
Academic Integrity and Inclusivity & Diversity	This course embodies the perspective that we all have differing perspectives and ideas and we each deserve the opportunity to share our thoughts. Therefore, we will conduct our discussions with respect for those differences. That means, we each have the freedom to express our ideas, but we should also do so keeping in mind that our colleagues deserve to hear differing thoughts in a respectful manner, i.e. we may disagree without being disagreeable. http://oai.gmu.edu/ **Mason Diversity Statement** George Mason University promotes a living and learning environment for outstanding growth and productivity among its students, faculty, and staff. Through its curriculum, programs, policies, procedures, services, and resources, Mason strives to maintain a quality environment for work, study and personal growth. An emphasis upon diversity and inclusion throughout the campus community is essential to achieve these goals. Diversity is broadly defined to include such characteristics as, but not limited to, race, ethnicity, gender, religion, age, disability, and sexual orientation. Diversity also entails different viewpoints, philosophies, and perspectives. Attention to these aspects of diversity will help promote a culture of inclusion and belonging, and an environment where diverse opinions, backgrounds, and practices have the opportunity to be voiced, heard and respected. The reflection of Mason's commitment to diversity and inclusion goes beyond policies and procedures to focus on behavior at the individual, group and organizational level. The implementation of this commitment to diversity and inclusion is found in all settings, including individual work units and groups, student organizations and groups, and classroom settings; it is also found with the delivery of services and activities, including, but not limited to, curriculum, teaching, events, advising, research, service, and community outreach. Acknowledging that the attainment of diversity and inclusion are dynamic and continuous processes and that the larger societal setting has an evolving socio-cultural understanding of diversity and inclusion, Mason seeks to continuously improve its environment. To this end, the University promotes continuous monitoring and self-assessment regarding diversity. The aim is to incorporate diversity and inclusion within the philosophies and actions of the individual, group and organization, and to make improvements as needed.

Student Privacy Policy	George Mason University strives to fully comply with FERPA by protecting the privacy of student records and judiciously evaluating requests for release of information from those records. Please see George Mason University's student privacy policy https://registrar.gmu.edu/students/privacy/
E-Mail Policy	Web: masonlive.gmu.edu Mason uses electronic mail to provide official information to students. Examples include notices from the library, notices about academic standing, financial aid information, class materials, assignments, questions, and instructor feedback. Students are responsible for the content of university communication sent to their Mason e-mail account and are required to activate that account and check it regularly. Students are also expected to maintain an active and accurate mailing address in order to receive communications sent through the United States Postal Service. *(From the 2017-18 Catalog – catalog.gmu.edu)*
Course Grading & Evaluation	<u>Requirements</u>: Activities & Participation 10% Semester Tests 40% Semester Projects 30% Final Exam 20% A+ = 97 – 100 B+ = 87 C+ = 77 – 79 D = 60 – 69 A = 94 – 96 B = 84 – 86 C = 74 – 76 F = 0 – 59 A- = 90 – 93 B- = 80 C- = 70 – 73

Assignments	Your challenge is to immerse yourself in the topics and perspectives presented in the course. You will want to be able to comment on the discussion topics with authority. You are encouraged to make notes on your own thoughts about the various concepts and issues, and consider possible issues/outcomes. Your posts should be to the point and include sufficient technical detail for others to respond. You should present your opinions, but justify them with facts and proper sources. What did you disagree with and why, or not understand? If there is a problem with posting your assignments to Blackboard you can e-mail the assignment as well.
Course Performance Evaluation	Students are expected to submit all assignments on time in the manner outlined by the instructor (e.g., Blackboard, VIA, hard copy) or e-mailed to kdunayer@gmu.edu/ Deadlines and other instructions willannounced in class
Tests & Final Exam	In this course, there will be 3 Tests and a Final Exam On each Test, you will have one 75-minute attempt to complete this test. Each test will only be on the announced test date, exact date will be announced in class. If you need more time please or have questions contact the professor. On the final exam, you will have one 3-hour attempt to complete this test. Your instructor will inform you of the final exam schedule (date and time) as well as detailed instructions for submission. If you need more time please or have questions contact the professor

Projects	In this course, there will be 3 projects. Please see below for detailed information regarding the projects.
Expectations	To help you manage your schedule and time to complete the assignments in this course, please follow the recommended timeline below. If you have a question or concern or encounter a problem about an assignment, please contact me immediately so we can discuss and work out a resolution.
Need Help? E-mail Professor Dunayer at kdunayer@gmu.edu	

Weeks	Lessons	Assignments
Week 1	Introduction to Event Logistics, Terms and Definitions, Key Players in Events	Assignments: Read Intro. & Chapter 1 Event Time Lapse Video, Familiarize yourself with Event Logistics Terms, Event Stimuli Response to the 2016 Democratic and Republican Convention
Week 2	Event Support, Venue and Conferences, Efficiency Practices	Assignment: Read Chapters 2 & 4
Week 3	Staging/Planning of Event Resources, Exercise and Demonstration of Set up Practices for Small Meeting Review for Test #1	Assignments: Assign Project #1 Study for Test #1
Week 4	Venue Capacity, Safety Procedures, Regulations **Test #1 (Friday)**	**Project #1 Due** Review Venue Capacity Safety for Test#1 Read Chapter 5
Week 5	Staging & Event Planning for Large Meetings Paperwork & Diagrams	Read Chapter 6, Familiarize yourself with Social Tables.

Week 6	Exhibit Design and Installation Vendors and Power Set up Diagrams	Assign Project #2 Study for Test #2 & work on Project
Week 7	Resources Large Exhibits/Events Review Test #2 **Test# 2 (Friday)**	**Project #2 Due** Study for Test #2 Read Chapter's 11 & 13
Week 8	In House and Portable Audio/ Visual Logistics for Events	Read Chapter 10, Read Event Technology Guidelines Posted on Blackboard
Week 9	Labor Logistics, Venue Refresh **Industry Panel #1**	Read Chapter 16 Reflections from the Industry Panel
Week 10	Putting it all Together Part I BEO Meetings & Labor Regulations	Read Chapter 8 Assign Project #3
Week 11	Vendors and Logistical Partners Review for Test#3 **Test # 3 Friday**	**Project #3 Due** Study for Test #3 Read Chapter 9
Week 12	Putting it All Together Part II The Client Estimates & Invoicing **Industry Panel #2**	Read Chapter 8 Reflections from the Industry Panel
Week 13	College & University Events Outdoor & Cruise Ship Event Logistics	Posted Reading on Blackboard, Practice creating estimates, Invoices and room event diagrams Work on your Resume and Portfolio for professor to give individualized feedback (optional

Week 14	Careers in Event Logistics, Tricks of the trade Class Wrap Up Review: Project Section for Final Exam Final Exam Review	*****All Missing Work and Resubmission of Projects are Due.** Study for your Final Exam Create a question list for the optional Review Session
Week 15	**ADDED OPTIONAL REVIEW SESSION** **FINAL EXAM**	An Optional Question and Answer Session for Final Exam, details an exact timing will be announced. TIME/PLACE TBA

IMPORTANT NOTE:** ***Faculty reserves the right to alter the above schedule as necessary, with notification to students

Word About Industry Panels

These panels are specifically designed for interaction with Event Industry Professionals. This will be your opportunity to learn practices, procedures and processes that are currently being used in the Event Industry. Please remember to act professionally during these panels. Additionally, please come prepared to interact and ask questions.

Assessment Rubric/Projects for Tour 355

Project #1: Small Meeting Room Diagram
The student will be given specifications for an Event/Meeting. The student will submit the following ground plan of venue, layout of equipment, paperwork with set up/tear down details. Additionally, a written description of why certain choices were made will also be included.
Purpose: Tests basic understanding for event logistics needed for a small meeting or event.

Project #2: Large Meeting and Exhibition Diagram
The student will be given a ground plan and a venue. In addition the student will be given event requirements from a hypothetical client. The student will submit the following: Venue and ground plan for a large meeting and exhibition/poster session. Additionally, a written description of why certain choices were made will also be included.
Purpose: Tests basic understanding for event logistics for a large meeting and exhibition.

Project # 3: Putting it all Together for an Event
The student will be given requirements from a hypothetical client. The student will submit the following: Venue and ground plan for a large meeting along with A/V, catering and other requirements necessary for the event. Additionally, the student will submit paperwork with labor and scheduling requirements along with an Estimate of costs to the Client.
A description of why certain choices were made will also be included.
Purpose: Tests basic understanding for all requirements needed for all elements on a large even

Important Dates

Dates and deadlines listed on this page include full semester and 7.5 Week Sessions only. Students enrolled in courses in the 8 Week Modular Calendar need to refer to that calendar for their add/drop dates. ***Students in the modular calendar cannot also take courses in the full semester academic calendar. Academic calendar dates are subject to change.***

For add/drop deadlines for courses that meet less than a full semester, see Non-standard Sections Dates.

For graduation deadlines, please go to the Graduation Timelines page.

Description	Full Semester	7.5 Week: Session I	7.5 Week: Session II
Schedule of Classes Available in PatriotWeb	Tues. Mar 15	Tues. Mar 15	Tues. Mar 15
Priority Dates Begin	Tue. Apr 19	Tue. Apr 19	Tue. Apr 19
Consortium Registration Deadline	TBD	N/A	N/A
First Day of Fall Classes:	Mon. Aug 22	Mon. Aug 22	Mon. Oct 17
Last Day to Submit Domicile Reclassification Application	Mon. Aug 22	Mon. Aug 22	Mon. Aug 22
Last Day to Add: All Individual Sections Forms Due	Mon. Aug 29	Wed. Aug 24	Wed. Oct 19
Labor Day : University Closed	Mon. Sept 5	Mon. Sept 5	N/A
Last Day to Drop: With 100% Tuition Refund	Tues. Sept 6	Fri. Aug 26 (Final Drop)	Fri. Oct 21 (Final Drop)
Last Day to Drop: With 50% Tuition Refund	Tue. Sept 13	N/A	N/A
Unrestricted Withdrawal Period: 100% Tuition Liability	Wed. Sept 14 - Tue. Sept 27	Sat. Aug 27 - Fri. Sept 9	Sat. Oct 22 – Fri. Nov 4
Fall Break (Classes Do Not Meet)	Mon. Oct 10	N/A	N/A
Monday Classes/Labs Meet (Tuesday Classes Do Not Meet This Week)	Tue. Oct 11	N/A	N/A
Mid-term Evaluation Period: 100-200 level classes - Grades Available via PatriotWeb	Mon. Sept 19 - Fri. Oct 14	N/A	N/A

Description	Full Semester	7.5 Week: Session I	7.5 Week: Session II
Selective Withdrawal Period - Undergraduate Students Only **(100% Tuition Liability)**	Wed. Sept 28 - Mon. Oct 24	Sat. Sept 10 - Fri. Sept 16	Sat. Nov 5 – Fri. Nov 11
Incomplete Work from Spring/Summer 2022 Due to Instructor	Friday, October 21	N/A	N/A
Incomplete Grade Changes from Spring/Summer 2022 Due to Registrar	Friday, October 28	N/A	N/A
Thanksgiving Recess: No Classes (University Closed Nov. 23-27)	Wed. Nov 23 - Sun. Nov 27	N/A	Wed. Nov 23 - Sun. Nov 27
Dissertation/Thesis Deadline	Fri. Dec 2	N/A	N/A
Last Day of Class	Sat. Dec 3	Mon. Oct 10	Wed. Dec 7
Reading Day(s): Reading days provide students with additional study time for final examinations. Faculty may schedule optional study sessions, but regular classes or exams may not be held.	Mon. Dec 5 -Tue. Dec 6	N/A	N/A

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