



COURSE OUTLINE

COURSE NUMBER:	DPS 51054 1902
COURSE NAME:	Event Management Fundamentals
INSTRUCTOR:	Melissa Meilleur
INSTRUCTOR CONTACT:	melissameilleur@outlook.com
DATES AND TIME:	April 23 – May 28, 2019 6 Tue, 9:00 a.m. – 4:00 p.m.
EXAMINATION DATES:	No Exam Final Project Due May 28, 2019

Authorized equipment for all exams will be pens, pencils, and eraser. Unauthorized equipment or material will include all electronic devices, including cell phones and written course material. Your instructors may authorize additional material or equipment for this course.

Photo ID will be required for all PACE exams.

TECHNOLOGY REQUIREMENTS:	Laptop required
REQUIRED READINGS:	No Textbook Required
NEXUS:	

Course materials, resources and assignments will be posted on Nexus, the online course management system, supporting the delivery of this course. Please use your WebAdvisor username and password to log in to Nexus system to retrieve these materials and to access important class communication. Not all part-time courses are posted on Nexus; if not, materials, if applicable, are available in class.

COURSE DESCRIPTION:

In the rapidly growing field of event management, successful event planners maximize the success and profitability of an event while minimizing cost overruns and scheduling delays. This course will provide the students with the fundamental knowledge to effectively initiate, plan, execute, monitor and control, close and evaluate an event as an event or project manager or as a member of an event or project team.

The course will introduce participants to the basics of event management including its 5 EMBOK (Event Management Body of Knowledge) domains – Administration, Event Design, Marketing, Operations & Logistics and Risk Management – and a further subdivision of those domains. The course will examine the role of the event manager with respect to the various event components, team, client and stakeholders. Participants will learn common event management terminology and how to apply the planning process in the workplace.

LEARNING OUTCOMES:

On completion of this course, students will:

- Create and implement a successful event plan using the EMBOK as a guideline, with clear and specific objectives and an effective evaluation system;
- Identify the responsibilities of key individuals and the characteristics of a successful event;
- Develop and manage an event planning schedule to map out the critical path of an event and to prioritize all key tasks and milestones;
- Understand the event planning process and the various elements that lead to effective event design;
- Identify the role of the event manager in team, client, and stakeholder terms;
- Understand the different aspects of the event industry including the event planning associations and the professional designation process.

DISCLAIMER:

Please consider this course outline as a general guide. Time constraints and other unforeseen factors may require some adaptation of the course materials.

LECTURE SCHEDULE:

SCHEDULE DATES	LECTURE TOPICS
April 23 rd , 2019 Tuesday	<p>Overview of Event Management Fundamentals - EMBOK Domain 1</p> <ul style="list-style-type: none"> • Introduction to Event Management Fundamentals • Overview of Events – Administration, Budget, Critical Path, Client, Venue, Theme • Outline different types of Events • Assignment: Event Budget, Event Summary, Event Pitch (Due: May 1st) <p>Individually, create a detailed event budget, which includes a one-page event summary and a verbal two – four-minute event pitch to be presented the following class. (suggestion to use Excel for the budget and Word for the summary)</p>
April 30 th , 2019 Tuesday	<p>Event Design and Details – EMBOK Domain 2</p> <ul style="list-style-type: none"> • Present individually your event pitch • Mood/Concept Board • Venues/Locations • Basic Event Food and Beverage • Floor Plan/ Site Map

	<ul style="list-style-type: none"> • Assignment: Create a unique Mood/Concept board for your event (Due: May 7th) <p>Individually, prepare a one-page Mood/Concept board. Pictures, colors, fonts and themes should capture the overall feeling of your event. (suggestion to use PowerPoint)</p>
<p>May 7th, 2019 Tuesday</p>	<p>Operations and Logistics – EMBOK Domain 4</p> <ul style="list-style-type: none"> • Introduce Timeline, Work-Back Schedule/Critical Path • Infrastructure/Rentals • Vendors/Contractors • Permit overview • Assignment: Create a run-of-show, Critical Path and Floor Plan/Site Map (Due: May 15th) <p>Each student will produce a detailed critical path, including all steps required to produce the event. The run-of-show, a minute by minute break down of the event day. Finally, a floor plan or site map outlining the event set up. (Excel is suggested for the run-of-show and critical path. Remember to outline any permits you will need for your event.) (PowerPoint is suggested for the sitemap or floor plan)</p>
<p>May 14th, 2019 Tuesday</p>	<p>Marketing – EMBOK Domain 3</p> <ul style="list-style-type: none"> • Audience: Profile/Demographics • Media and Marketing: What platforms are best for different events • Assignment: Create three marketing, print or stationary material for your event. The tone, look and feel must all relate to your event. (Due: May 17th) <p>Pieces may include; Radio Ad, Poster, Invitation, Menu, Event Signage, etc.</p>
<p>May 21st, 2019 Tuesday</p>	<p>Risk Management – EMBOK Domain 5</p> <ul style="list-style-type: none"> • Hazards and Risks • Event Disasters • Healthy & Safety • Guest Speaker: TBC • Assignment: Final Project - Compile, review and revise all previous assignments. All documents must outline the necessary steps required to execute your event. If necessary, you may include additional documents to support the event production. This will be presented in class. (Due: May 28th) <p>The final project includes; Budget, Summary, Mood/concept Board, Event Day-of timeline, Floor Plan/Site Map, Critical Path, Marketing/Print Material. (Excel, PowerPoint, Word)</p>

May 28 th , 2019 Tuesday	Event Management Fundament Review and final project <ul style="list-style-type: none"> • Event administration • Design and Details • Operations and Logistics • Marketing • Risk Management • Individually present your complete event
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Remember to complete your course evaluation immediately after this course is complete. We take your feedback very seriously and use it to continually improve our courses and programs.

- **Full time** course evaluations are available on NEXUS
- **Part time** and **online** course evaluations will be emailed to you

VOLUNTARY WITHDRAWAL:

Students can voluntarily withdraw from a course up to the 75% point in a course without any academic penalty. Note that this does not include the hours for the invigilated exams. It is the student’s responsibility to withdraw this course to ensure no academic penalty is incurred. Please consult the Registration Office or Academic Advisor for a **Request for Voluntary Withdrawal** form.

METHOD OF EVALUATION:

Value	Item of Work	Due Date
20 %	<p>Budget Breakdown: outline the details of the event budget. Include the amount that will be spent on what and were. (Spread sheet: breakdown of quantities, pricing, suppliers, deposit and final payment amounts, 10%)</p> <p>Event Summary: Write a one-page event summary outlining your vision for the event. Include details that will “sell” your idea of the event to the client. Include the purpose, activities, theme, venue and how it relates to the client’s vision. (Word Document, 10%)</p>	May 1 st , 2019 Wednesday
20%	<p>Mood/Concept Board: Prepare a digital mood/concept board showcasing your event. Use photos to bring the event to life. If appropriate include colors, fonts and/or logos that would detail the events unique look and feel. (PowerPoint or Word: 1 page)</p>	May 7 th , 2019 Tuesday
30%	<p>Event Timeline/ Run of Show: Outline the day-of event timeline. Include all important details, notes, contact information and who is responsible.</p> <p>Critical Path: Prepare a critical path outlining the schedule leading up to the event. Include all load in/load out times. All details from start to finish will need to be captured in this document.</p>	May 15 th , 2019 Wednesday

	Floor Plan/ Site Map: Outline the set up and location details for the event. (Excel, PowerPoint. Each worth 10%)	
10%	Event Collateral: Produce three pieces of marketing, print or stationary material for your event. This may include signage, invitations, posters, menus, radio ad, etc. Make sure the tone, look and feel all relate to your unique event. (Select the platform which works best for the material)	May 17 th , 2019 Friday
20 %	Final Project: Compile, review and revise all previous assignments. All documents must outline the necessary steps required to execute your event. If necessary, you may include additional documents that support the event. The final project must include; Detail Budget, Event Summary, Mood/Concept Board, Event Day-of timeline, Critical Path, Floor Plan or Site Map and Marketing/Print Material.	May 28 th , 2019 Tuesday

All applicable assignments must be typed, as well as formatted and referenced according to APA 6th Edition specifications. See the policy on the UWINNIPEG Academic Writing Standards.

MINIMUM GRADE:

Students must receive a minimum grade of “C”, or better, in all courses within the program requirements to graduate.

PARTICIPATION:

Participation is an important component of a meaningful learning process. Contributions to class activities, group work, and class discussion will enhance your academic success and contribute to a more positive and productive learning environment. Participation is a reflection of actively engaging in class room work and attentiveness to the contributions of others and the instructor. Participation is also a reflection of being present in the classroom in a timely fashion and not distracting others.

RESEARCH POLICY:

Students who plan to conduct research interviews, focus groups, surveys, or any other method of collecting data from any person, even a family member, must obtain the approval of the appropriate ethics committee before commencing data collection. Exceptions are research activities as a learning exercise to satisfy course requirements with no intent to publish as research.

POLICY FOR LATE ASSIGNMENTS:

- All assignments will be given a due date.
- Individuals who cannot meet the deadline and have a legitimate reason (i.e., illness supported by a medical certificate relative to the due date), must request an extension in writing from the instructor no later than the 24 hours before the deadline.
- Students who do not receive an extension from the instructor will receive a grade of zero on the assignment if the assignment is not submitted by the due date.
- It is the student's responsibility to retain an electronic copy of ALL assignments submitted for grading.

STUDENT HANDBOOK AND ACADEMIC REGULATION AND POLICY INFORMATION:

Refer to the [Student Handbook](#) for academic and general PACE policies. This information is also available on the UWinnipeg PACE website.

It is the students' responsibility to read the policies outlined in the PACE Student Handbook for all University of Winnipeg Academic regulation and policy information.

ACADEMIC MISCONDUCT:

Please refer to the Academic Misconduct Policy in the most recent version of the University of Winnipeg General Calendar, under Student Discipline, Section 8a, or see:

- [Academic Misconduct Policy](#)
- [Procedures: Academic Misconduct Policy](#)

UWINNIPEG RESPECTFUL LEARNING POLICY:

All students, faculty and staff have the right to participate, learn and work in an environment that is free of harassment and discrimination. The UW Respectful Working and Learning Environment Policy may be found online at www.uwinnipeg.ca/respect.

ACADEMIC ACCOMMODATIONS:

Students with documented disabilities, temporary or chronic medical conditions, requiring academic accommodations for tests/exams (e.g., private space) or during lectures/laboratories (e.g., note-takers) are encouraged to contact Accessibility Services (AS) at 786-9771 or accessibilityservices@uwinnipeg.ca to discuss appropriate options. All information about a student's disability or medical condition remains confidential. <http://www.uwinnipeg.ca/accessibility>.

UWPACE GRADING SYSTEM:

Letter Graded	Percentage	GPA	
A+	96-100	4.50	<u>Pass/Fail</u>
A	91-95	4.00	P Pass
A-	83-90	3.75	F Fail
B+	75-82	3.50	<u>Non-Graded</u>
B	70-74	3.00	CP Certificate of Participation (75% Attendance)
C+	66-69	2.50	NC No Certificate of Participation
C	57-65	2.00	<u>Special Designations</u>
D	50-56	1.00	I Incomplete
F	<50	0.00	TC Transfer Credit
			S Standing

DISCLAIMER:

Please retain a copy of this course outline for reference purposes and/or future academic endeavor.

Note: PACE archives course outlines in PDF format for a period of five years and charges an administrative fee for archived course outline requests.