Event Planning

PBRL 4301-001

Spring 2020

Class Meeting: MW 11:30 a.m. – 12:45 p.m., MJ 106

Prof. Kim Marks Malone, APR

Office: 332 Meeman Journalism Building
Office Hours: MW, 1 – 2 p.m.; TR 2:30 – 3:30 p.m. Other hours by appointment.
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COURSE REQUIREMENTS

Catalog description

Development, execution and evaluation of events that support strategic communication practices; emphasis on advertising and public relations tactics for non-profit and community-based initiatives and organizations.

Prerequisites

Completed 60 hours of coursework

Textbooks, Software and Required Materials

Professional Meeting Management, A Guide to Meetings, Conventions, and Events (Sixth Edition). Professional Convention Management Association (PCMA). Chicago: Agate. ISBN 978-1-932841-97-8

Other readings will be assigned and posted to eCourseware.

Classroom format

The class will include lecture, discussion, and in-class activities. I prefer to have a very casual and informal environment in which we learn event planning, execution and evaluation through group discussions and applications. There will be plenty of time in this class to converse with other students in group discussions.

I ask that you not talk during lectures and, please, unless we are using them for a class activity, **turn off all cell phones and put them away during class.** If I see you text-messaging, playing games or browsing on your phone (or laptop) during class, you may be asked to leave and be given an absence for the day. Please also refrain from checking your email and personal social media accounts during class.

Class participation. We will all benefit from class discussions and collaborative efforts in our study of event planning, execution and evaluation. Your class participation and collaboration not only are appreciated, but they are also expected. Class participation will be graded on a class-day-by-class-day basis. Your participation assessment is based on the extent that I can see that you are "getting it" and keeping current with the assigned readings and assignments. Toward this objective, please come to class prepared and ready to respond if called upon.

Accessing the course website

1. Go to the University of Memphis eLearn home page: http://elearn.memphis.edu
2. Log in using your University of Memphis username and password.
3. In the Term Year course list available to you, click on the link for PBRL 4301-001 to enter your course and read the instructions on the welcoming page

Course Requirements

Assignments. Each assignment must be completed by its due date and time (Central Standard Time), which will vary by assignment. Double check each due time to ensure that you post by the deadline.

Group project. Students will be divided into small groups for a semester-long project. Each group will be required to plan all the components of an event and, at the end of the semester, will submit a hard-copy event planner's event binder with all related materials for the event. Each group will also submit a digital copy of the event binder in Dropbox. Groups will present their plan in class. Details will be provided separately.

Hands-on experience. Students are required to volunteer a minimum of 4 hours of their time to a medium- to large-sized event for a nonprofit, association or business in their geographic area. Students must obtain approval of the instructor for the event selected. To earn credit for their work, students must provide an assessment of their work signed by an appropriate member of the organization's meeting planning or on-site management team. Students must also submit a 2 – 3-page summary of the event, their role and related learnings. Details will be provided separately. Assessments must be submitted by April 29.

Quizzes. Online quizzes (via eCourseware) will be given weekly to ensure that you are keeping up with the readings and other assignments. Quizzes must be completed by Friday night at 11:59 p.m. (CT). Check the course schedule for specific dates. Quizzes are timed and you must complete the quiz in the time allotted. Missed quizzes cannot be made up.

Grading

There are 1,060 possible points in this class. At the end of the semester, your class points will be calculated and rounded up to the nearest whole number. Letter grades will be determined according to the scale below. If additional points are added or subtracted from this possible point total, students will be provided with an updated point to letter grade scale.

Individual Assignments

Hands-on experience	100 points
Event attendee profile	20 points
Venue selection/Inspection checklist	25 points
Vendor analysis & selection	25 points
Staffing & volunteer plan	25 points
Day-of-event plan	25 points

PR & marketing plan	50 points
Syllabus quiz (online)	15 points
Quizzes (x11 10 points each)	110 points
Participation	150 points

Group Assignments

Event proposal	25 points
Planning Timeline	25 points
Event budget worksheet	40 points
Measurement & sample survey	75 points
Event planner's event binder	200 points
Presentation of event plan	100 points

Total	**1,060 points**

A = 1,060 – 974 points, **A-** = 952 – 973 points
B+ = 920 – 951 points, **B** = 866 – 919 points, **B-** = 844 – 865 points
C+ = 812 – 843 points, **C** = 758 – 811 points, **C-** = 736 – 757 points
D = 682 – 735 points
F = 681 and fewer points

Grading Philosophy. A=Professional quality work that could be use with little or no modification; B=Good to excellent work and exceeds requirement, but would require revision to be used professionally; C=Satisfactory work and adequately meets requirement, but would need significant revision; D=Barely satisfies minimum requirement and below average quality; F=Unsatisfactory work and does not meet minimum requirement.

Other issues

Contacting me. If you can't stop by my office hours, the best and quickest way to contact me is via email (ksmarks@memphis.edu). Do not use the email within eCourseware, use my Memphis.edu email. I will respond to email with 24 – 48 hours. If you have a problem, do not let it snowball. Contact me ASAP.

COURSE SCHEDULE
This is a tentative schedule. Changes will be announced in class and on eCourseware.

NOTE: Readings should be done *before* the class meeting time listed.

Week 1, Jan. 22: The meeting/event Industry
An overview of the industry and career building
Readings:
- CH1 Overview of the Meetings Profession (eCourseware)

- CH16 Career Building in the Meetings Profession (eCourseware)
- What's trending for events in 2020 (eCourseware)

Assignments:
- Hands-on experience – DUE no later than April 29 (Dropbox)
- Syllabus quiz – DUE Jan 24
- Quiz 1 – DUE Jan 24

Week 2, Jan. 27 & 29: Why meet?

Strategic events: aligning with the organization
Readings: CH2 Strategic Meetings: Aligning with the Organization (eCourseware)
Assignments:
- Quiz 2 – DUE Jan 31
- Group project: Plan an Event – DUE April 20 in GROUP Dropbox
- Who do you want to work with? – DUE Jan 31 (Dropbox)

Week 3, Feb. 3 & 5: The event manager

Blending PR, project management and event management
Readings: CH3 Blending Project and Meeting Management
Assignments:
- Quiz 3 – DUE Feb 7
- Groups announced – Who you're working with
- (Group assignment) Event proposal – DUE **before** class Feb 12 in GROUP Dropbox
- (Group assignment) Event planning timeline – DUE Feb. 28 in GROUP Dropbox

Week 4, Feb. 10 & 12: Finding your audience

Promoting and marketing the event
Readings:
- CH9 Marketing the Meeting
- CH13 (Fenich) Public Relations (eCourseware)

Assignments:
- DUE Feb 12 – Event proposal (Group Dropbox **BEFORE** class)
- Quiz 4 – DUE Feb 14
- (Individual assignment) Attendee profile – DUE Feb 21 in Dropbox
- (GROUP assignment) PR & Marketing plan – DUE April 3 in GROUP Dropbox

Week 5, Feb. 17 & 19: The heart of the experience

Designing the event experience
Readings: CH4 Designing the Meeting Experience
Assignments:
- Quiz 5 – DUE Feb 21
- DUE Feb 21 – Attendee profile (Dropbox)

Week 6, Feb. 24 & 26: Administration, Part 1

Budgeting basics for event planning professionals and site/venue selection
Readings:
- CH5 Budgeting Basics for Meeting Professionals

- CH6 Site and Venue Selection

Assignments:
- Quiz 6 – DUE Feb 28
- (GROUP assignment) Budget worksheet – DUE March 27 in GROUP Dropbox
- (Individual assignment) Venue selection/Site inspection checklist – DUE March 20 in Dropbox
- DUE Feb 28 – Event Planning Timeline (GROUP Dropbox)

Week 7, March 2 & 4: Administration, Part 2
Risk management, negotiations, contracts and liability
Readings:
- CH7 Risk Management: Meeting Safety and Security
- CH8 Negotiations, Contracts & Liability

Assignments:
- (Individual assignment) Staffing & volunteer plan – DUE March 27
- Quiz 7 – DUE March 6

Week 8, Spring Break, March 9 – 15: No class

Week 9, March 16 & 18: Operations, Part 1
Registration & housing and food & beverage fundamentals
Readings:
- CH10 Registration and Housing
- CH13 Food and Beverage Fundamentals

Assignments:
- Quiz 8 – DUE March 20
- DUE March 20 – Venue selection/Site inspection checklist (Dropbox)

Week 10, March 23 & 25: Expos and Technology
Bring events and meetings to life with technology
Readings:
- CH11 Exhibitions and the Role of Face-to-Face Marketing
- CH12 Bring Meetings to Life: Event Technology

Assignments:
- Quiz 9 – DUE March 27
- DUE March 27 – Budget worksheet (GROUP Dropbox)
- DUE March 27 – Staffing & volunteer plan (Dropbox)

Week 11, March 30 & April 1: Operations, Part 2
Onsite management
Readings: CH14 Onsite Management
Assignments:
- (Individual assignment) Day-of-event plan – DUE April 10 in Dropbox
- Quiz 10 – DUE April 3
- DUE April 3 – PR & Marketing Plan (Group Dropbox)

Week 12, April 6 & 8: Post-event follow-up
What to do after the event ends
Readings: CH15 Post-Meeting Follow-up
Assignments:
- (GROUP assignment) Measurement plan & sample survey – DUE April 17 in GROUP Dropbox
- Quiz 11 – DUE April 10
- DUE April 10 – Day-of-event plan (Dropbox)

Week 13, April 13 & 15: Group project time
Time to work on group projects and get questions answered
Assignments:
- DUE April 17 – Measurement plan & sample survey (GROUP Dropbox)

Week 14, April 20 & 22: Event plans DUE
- DUE NLT 11:59 p.m. Monday, April 20 – Event Binder (GROUP Dropbox)
- Bring <u>hardcopy</u> Event Binder to class on Wednesday, April 22 to turn in
- DUE April 24 – Presentations (PowerPoint or link to presentation in GROUP Dropbox)

Week 15, April 27 & 29: Presentations & Hands-on experience DUE
- Event plan presentations
- DUE April 29 – Hands-on experience (Dropbox)

ASSESSMENT AND OUTCOMES

Five Pillars in PBRL 4301
- *Critical Thinking:* Students attend and evaluate events during the semester. Students must decide the best course for their event project and be able to defend their decisions.
- *Media Literacy:* Students discuss each step in the event management process and its impact. Students must evaluate various forms of media to determine effectiveness for event marketing.
- *Multimedia:* Students are exposed to project management applications such as Microsoft Project and Slack.
- *Professionalism:* Students learn the professional routines of event planners as well as professional means to communicate during the event planning process.
- *Writing:* Students develop appropriate audience-specific messages to inform publics about events, write event proposals, evaluations, and presentations or reports.

Professional values and competencies for PBRL 4301
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- Understand concepts and apply theories in the use and presentation of images and information.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.

- Think critically, creatively and independently.
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

How professional values and competencies will be met

Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically)
- Provide a conceptual overview and a systematic study of event planning, management, marketing, logistics, risk assessment and practical applications.
- Understand the importance of considering diversity, accessibility, and inclusiveness when planning events.
- Interpret and apply principles of leadership and event management to the special needs of event organizations.
- Foster professionalism in event management, covering the knowledge base, theory, methodologies and ethics.

Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies)
1. Select and apply appropriate research and project management tools in support of event planning.
2. Evaluate and critique events.
3. Plan and execute a special event.
4. Identify appropriate marketing strategies for different events.
5. Work effectively in a group.
6. Communicate the evaluation of special event in a final report/presentation.

How assessment of student learning will be met

Awareness
- Learn about the important role of event planning in public relations

Understanding
- Understand leadership management and the role event planning plays in public relations practice
- Learn the basics of event finance and budget management
- Recognize some of the different types of events and the variety of needs that come with each type
- Appreciate that event attendees want to have 'an experience' at an event, and understand appropriate ways to provide this based on type of event; and
- Study effective promotion of events

Application
- Attend and evaluate campus and community events submitting an assessment assignment for each event

- Network with professionals in public relations and greater community
- Improve written and oral communication skills through written briefs, assessments, and presentations or reports
- Complete project researching, planning, promoting, executing, and evaluating a special event during the course of the semester
- Gain experience creating effective event/organization goals and timelines
- Learn about personal leadership style and determine areas of potential growth
- Enhance leadership and organizational skills within an event management role
- Develop a presentation or report about the special event project that describes the experiential learning that took place during the process

JOURNALISM AND STRATEGIC MEDIA POLICIES

Portfolio requirement

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix or SquareSpace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional lives, via a common email service, such as Gmail.

All portfolios must contain the following items:
- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files and writing pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

Email

Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the

website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the University.

Electronic devices
Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

Attendance
Class attendance is mandatory in Journalism and Strategic Media. Students may be assigned a failing grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class professor. Students may not be permitted to make up any missing work unless it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a "job" in the educational process and be on time just as they would elsewhere.

Course repetition
Majors and minors who fail to earn the minimum passing grade ("C-") in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

Students may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. If students wish to substantially rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor, and judged against previous submissions. The only exception to this policy is the student's online portfolio and its attendant pieces (for example, the résumé and logo).

Academic integrity
In addition to University-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism and Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or students receiving any assistance from others for work assigned to be done on their own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, as this is a journalism and strategic media class, students are expected to comply with copyright law and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for rating originality of your ideas. Also to evaluate proper use and assignment of sources. As part of this process, you may require to submit electronic as well as hard copies of your work. Other instructions to follow may also be given. By taking this course, you agree that all assignments may undergo this review process.

The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all. *(Office of Legal Counsel, October 11, 2018)*

Online SETEs
Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIDs and email passwords; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

Deadlines
All deadlines are firm. This is journalism and strategic media. Students needing an extension on an assignment must receive approval from the instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

AP Style and grammar
All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. Students are responsible for learning these rules and checking their work for errors.

Disability and accommodations
Students who need an accommodation based on the impact of a disability should contact the Office for Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

Diversity and inclusivity
Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Media reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

Weather policy
Always check with local media and the University of Memphis website regarding inclement weather. If the University is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day's work.

Student support
Student who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: https://www.memphis.edu/saos/sos/crisis-resources.php. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach &

Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in connecting with campus or community support.