

NOVA COLLEGE-WIDE COURSE CONTENT SUMMARY
HRI 231 - PRINCIPLES OF EVENT PLANNING & MANAGEMENT (3 CR.)

Course Description

Focuses on the detailed aspects of the five critical stages in planning and managing successful special events: researching needs and goal assessments; designing events to meet organizational purposes; planning the effective event; coordinating and providing on-site management and post-event evaluation. Applies to corporate, association, non-profit or social events. Lecture 3 hours per week.

General Course Purpose

The purpose of this course is to provide the student with a functional working knowledge of the special events segment of the meetings and exhibition industry so that they can effectively lead the production of a special event. Additional emphasis will be given to the logistics involved in planning a variety of events commonly organized by organizations.

Course Prerequisites/Co-requisites

None.

Course Objectives

Upon completion of this course, the student should be able to:

- Define special events
- Identify the five critical stages of all successful events
- Design an event which accomplishes the goals of an organization
- Research and conduct a needs analysis for an event
- Conduct a SWOT analysis of an event
- Assemble an event team and delegate assignments
- Produce a basic contract
- Develop a budget and prioritize the budget components for a successful event
- Conduct a site inspection
- Identify risk management procedures for events
- Describe gap analysis as applied to producing an event
- Review marketing techniques and sponsorship solicitation for an event
- Identify the suppliers needed to produce an event
- Produce a timeline and production schedule for an event
- Describe a training intervention program relating to alcohol consumption
- Analyze the essential components of producing a golf and/or tennis tournament, fun run, or other sporting event
- Analyze the essential elements of producing a silent auction fund-raiser
- Review the basic components of producing an awards banquet, reception, and company picnic
- Produce a post-event evaluation process

Major topics to be Included

- Needs assessments: limitations and stakeholders, theme, and goals.
- Strengths, weaknesses, opportunities, and threats (SWOT) analysis.
- Budgeting.
- Gap analysis.
- Contracts with suppliers.
- Timelines.
- Site inspection, linen and caterer reports.
- Risk management checklist.
- Floor plans and diagrams.
- Production schedules.