Event Planning and Management

Course Credit	1.0
Grade Levels	9-12
Prerequisites	

Event Planning and Management is designed for students interested in learning to create and present gatherings for groups of people to enjoy or attend for corporate goals or individual benefits. The course emphasizes the many facets of this multi-billion-dollar industry, including site selection, financial management, time management, promotion, and catering. Students will organize, plan, and evaluate various meetings and events such as conferences, sporting events, weddings, and workshops.

Foundational standards, shown in the table below, are an important part of every course. Through these standards, students learn and apply safety concepts, explore career opportunities and requirements, practice the skills needed to succeed in the workplace, develop leadership qualities and take advantage of the opportunities afforded by Career and Technical Student Organizations (CTSOs), and learn and practice essential digital literacy skills. The foundational standards are to be incorporated throughout the course.

Each foundational standard completes the stem *"**Students will**..."*

Foundational Standards

1. Incorporate safety procedures in handling, operating, and maintaining tools and machinery; handling materials; utilizing personal protective equipment; maintaining a safe work area; and handling hazardous materials and forces.
2. Demonstrate effective workplace and employability skills, including communication, awareness of diversity, positive work ethic, problem-solving, time management, and teamwork.
3. Explore the range of careers available in the field and investigate their educational requirements, and demonstrate job-seeking skills including resume-writing and interviewing.
4. Advocate and practice safe, legal, responsible, and ethical use of information and technology tools specific to the industry pathway.

	5. Participate in a Career and Technical Student Organization (CTSO) to increase knowledge and skills and to enhance leadership and teamwork. 6. Discuss and demonstrate ways to value diversity.

EVENT PLANNING AND MANAGEMENT CONTENT STANDARDS

Each content standard completes the stem *"**Students will…**"*

Organizational Development	1. Explain the goals of the event planning process. a. Explain the decision-making process for selecting event locations and venues. b. Describe types of social, educational, and business events and meetings. 2. Identify the steps in creating the vision, purpose, and goals for a proposed event. a. Determine the need for a theme for a proposed event. b. Identify client expectations for a proposed event. 3. Explain the purpose and value of identifying the intended audience for a variety of events. 4. Establish overall event timelines with deadlines clearly indicated. 5. Create an event itinerary to be used during the event.
Financial Strategy	6. Describe the importance of a financial strategy and budget for a proposed event. a. Estimate the cost allocation for expense items for an event. b. Describe the negotiating skills needed to obtain the best return on investments.

Logistics and Legal Issues	7. Identify space and site requirements for a proposed event, including the physical layout and flow of facility for business or educational events and spatial design, layout, and flow for special or social events. *Examples: banquet rooms, theaters, convention centers, boardrooms, reception halls* a. Describe the laws and regulations associated with facilities. *Examples: Americans with Disabilities Act, fire and safety codes* b. Calculate risks associated with hosting events. *Examples: physical damage, excess alcohol consumption* c. Determine types and amounts of insurance needed when hosting events. 8. Identify the legal components of a contract for a proposed event and the ramifications of breaching a contract.
Logistics and Financial Strategy	9. Plan food and beverage services. a. Determine the need for caterers and servers both on and away from the event site. b. Calculate menu and meal expenses, including costs per person attending.
Logistics and Event Management	10. Determine necessary staffing for all areas and functions of an event. *Examples: audio/video technicians, security, ushers, greeters, parking attendants* a. Create contingency plans to be used in case of emergency. 11. Identify various types of transportation and accommodations for an event. a. Research costs and occupancy of shuttles, charter buses, taxis, and public transit available to the site. b. Plan and execute procedures for securing hotel and lodging applicable to site, including negotiations of pricing and room blocks.
Promotion	12. Describe types of promotion for event planning and identify the appropriate types of promotion for specific events.
Technology	13. Explain how the use of technology can facilitate and enhance an event. *Examples: event-specific software, mobile apps, registration, live streaming, public reviews, social media*

Evaluation	14. Analyze methods of evaluating an event to identify areas of strength and areas that need improvement. a. Use data from an event to inform the planning of future events.
Career Explorations	15. Research and analyze entry-level positions available in event planning and management and describe opportunities for advancement in the field. a. Assess characteristics necessary for career success in event planning and management. b. Discuss legal, ethical, safety, and security responsibilities of event planners and managers. c. Research certifications available in event planning and management. d. Research and compare salaries for careers in event planning and management.
Management	16. Demonstrate teamwork, problem-solving, and decision-making skills in implementing a planned event. a. Demonstrate conflict resolution strategies in managing events. 17. Explain the importance of communication among clients, vendors, and partners while planning and managing an event. a. Discuss strategies for working with people with different backgrounds, cultures, and beliefs. 18. Describe the role of the planner on site at the event and the mindset necessary to oversee successful event coordination. a. Explain the importance of positive staff morale during an event.
Ethical Issues	19. Conduct standard and customary ethical, legal, risk management, safety, and security analysis for an event. 20. Research and identify ethical issues in event planning and managing.