

Event Planning
Fall 2024
Syllabus

Course Description :

Event Planning & Management is designed to be a project-based, capstone experience in which students research, prepare, deliver, and reflect upon an original event for a community organization, business, or non-profit. Upon completion of this course, proficient students will further refine leadership, teamwork, and management skills acquired in previous courses and apply them in a practicum setting. The course is highly customizable to meet local needs: partner organizations may be chosen at the discretion of student teams with the approval of the instructor and appropriate school personnel. Organizations can include local non-profits, charities, shelters, agencies, businesses, sports teams, school-based enterprises, or other entities with a demonstrated need for assistance in staging an event or a commitment to providing students with work-based learning opportunities.

[Tennessee State Standards](#)

Grading Scale

100-90	A
89-80	B
79-70	C
69-60	D
59-0	F

Course Work

- Students will create a professional resume and logo
- Students will work in groups and create event proposals to present to the teacher and others.
- Students will complete bell work each day. Bell work will be designed around 21st-century skills
- Students will create online and physical theme boards
- Students will assist and complete themed events within the school and possibly outside the school
- Students will work with DECA to further their marketing skills
- Students will be able to learn basic event planning skills such as balloon arches along with other tricks and trades
- Students will have the opportunity to work on a variety of platforms: Canva, Google Slides, etc.

Essential Questions: How does the planner determine the size of the venue?

Why is it necessary to have an agenda for meetings?

What impact does time have on the choice of the venue?

How are appropriate types of entertainment chosen for the event?

Why is it important to work within the client's budget?

How does creating a timeline for any size event contribute to its success?

What factors contribute to the financial goals of an event?

What are the benefits of having experienced on-site management on event day?

Why are contracts and their content important?

Objectives: This course introduces students to the following:

- Define basic event planning terminology
- Explain the rationale for calling a meeting with a client and staff to plan an event
- Describe event planning from a variety of perspectives, including that of planners, hosts, participants, vendors, hotels/facilities/locations, and related hospitality entities
- Analyze the role of communication/customer service in planning & conducting events
- Describe how to select event venues (large/small) based on the client's vision and needs
- Analyze how time (hour, day of the week, month, or season) affects the choice of venue
- Assess the importance of site inspection before the contract is signed/before event
- Entertainment Themes and Décor

Classroom Expectations

- Students are expected to follow all school rules outlined in the handbook and in place by the Board of Education.
- Cell Phone Policy- All cell phones must be turned in/put away when the student enters the classroom. Earbuds and headphones must also be put away when entering the classroom.

Materials:

Balloons- 5 packs
poster board/foamboard as needed.

Attendance

Attendance will be taken each class period and tardies will be documented. It is very important that students attend class and are on time to keep from falling behind. We have a new tardy policy this year. Students need to be aware of the new policy stated in the handbook.

Google Classroom

Teacher Information

Ethanie Cagle

Email- ecagle@bledsoecountyschools.org BCHS Phone: 423-447-6851/ Cell-423-280-3780

This class takes place during 2nd period. It is the only class I have in a classroom each day, however, I do have assigned students in the library, and for other content areas I am responsible for. I do not have office hours, but if parents or students need to meet with me, feel free to contact me and we will set up a time.

During the course of the semester, I provide my students with my cell phone number. I do this because some of our activities such as Motivation Monday are things they must prepare for on their own time. If they need me to print out motivation cards, pick up items, let them into the school to drop off items, or ask questions, they have a sure way to contact me. We do discuss texting for only class purposes, not abusing it and so on. If you do not wish for your child to text me, he/she can use only my school email. Any inappropriate communication would be reported. My cell phone number is a personal number and not provided by the school or board of education.

