

Event Planning and Management

| EXAM INFORMATION | DESCRIPTION | | | | | | | | |
|---|---|----------|--------------------|--------------------------|-----|---|----|-----------------------------------|-----|
| <p>Exam Number 430</p> <p>Items 28</p> <p>Points 33</p> <p>Prerequisites NONE</p> <p>Recommended Course Length ONE SEMESTER</p> <p>National Career Cluster HOSPITALITY & TOURISM HUMAN SERVICES MARKETING</p> <p>Performance Standards INCLUDED (OPTIONAL)</p> <p>Certificate Available YES</p> | <p>The Event Planning and Management course is designed for students interested in learning about this multi-billion-dollar industry. Students are introduced to many facets of event planning including: site selection, budgeting, promotion, and catering. Students will organize, plan, and evaluate various meetings and events. Examples include, but not limited to, conferences, sporting events, weddings, and workshops.</p> <p>EXAM BLUEPRINT</p> <table border="1"> <thead> <tr> <th>STANDARD</th> <th>PERCENTAGE OF EXAM</th> </tr> </thead> <tbody> <tr> <td>1- Event Planning Basics</td> <td>20%</td> </tr> <tr> <td>2- Event Planning and Management Career</td> <td>5%</td> </tr> <tr> <td>3- Architecture of Event Planning</td> <td>75%</td> </tr> </tbody> </table> | STANDARD | PERCENTAGE OF EXAM | 1- Event Planning Basics | 20% | 2- Event Planning and Management Career | 5% | 3- Architecture of Event Planning | 75% |
| STANDARD | PERCENTAGE OF EXAM | | | | | | | | |
| 1- Event Planning Basics | 20% | | | | | | | | |
| 2- Event Planning and Management Career | 5% | | | | | | | | |
| 3- Architecture of Event Planning | 75% | | | | | | | | |

STANDARD 1

Students will understand the basics pertaining to event planning and management.

Objective 1 Discuss why events and meetings take place.

1. Trainings, celebrations, fundraising, milestones, etc.

Objective 2 Discuss where events and meetings take place.

1. Resorts, hotels, backyards, fairgrounds, educational institutions, etc.

Objective 3 Identify different types of events and meetings.

1. Define special/social event types.

1. Any event where a group people gather to watch or participate. (Fashion show, festivals, weddings, reunions, sporting events, concerts, etc.)

2. Define educational/business event types.

1. Any event where participants are provided knowledge or trainings. (Conferences, seminars, retreats, board meetings, workshops, etc.)

STANDARD 2

Students will understand event planning and management career field.

Objective 1 Explore career opportunities in event planning and management.

1. Research career growth trajectory.
2. Examine salary and benefits.
3. Example career types: corporate or private event planning, independent contractor, vendor, hotel, staff, etc.

Objective 2 Develop professional and interpersonal skills needed for success in the event planning and management field.

1. Identify soft skills needed in the workplace (i.e., good communication, being prompt, successful problem solving, good customer service skills, working in teams).
2. Identify hard skills needed in the workplace (i.e., degree areas and certificates).

3. Apply hire-ability skill needed to gain employment.

Standard 2 Performance Evaluation included below (Optional)

STANDARD 3

Students will analyze the architecture of event planning and management.

Objective 1 Determine the vision, goals, and objectives, of an event.

1. Evaluate the purpose.
2. Determine the theme.
3. Identify client expectations.
4. Create contracts (if applicable to event).

Objective 2 Create a financial strategy and budget.

1. Estimate and forecast the cost allocation for expense items.
2. Identify negotiating skills needed to obtain best return on investment.

Objective 3 Identify needs in site selection for participants or attendees.

1. Physical layout and flow of facility for business/educational events.
 1. Types: Theater, U-shape, Classroom, Board Room, etc.
2. Spatial Design, layout, and flow for special/social events.
 1. Type: Banquet, imperial, reception, crescent or half-moon, etc.
3. Determine contracts when necessary.
 1. Vendors, facility, keynote speaker, etc.

Objective 4 Create overall event timeline.

1. Planning itinerary: guidelines and deadlines for event planning stages.
2. Event itinerary: guidelines for the day of the event.

Objective 5 Examine the use of technology as a means of facilitating an event.

1. Event specific software, mobile apps, registration, live streaming, etc.
2. Social media as a promotional tool.

- Objective 6** Coordinate food and beverage services (if applicable to event).
1. Use of catering and servers (onsite or offsite).
 2. Calculate menu and meal planning for attendees.
- Objective 7** Determine necessary staffing (if applicable to event).
1. Audio/visual, security, ushers, greeter, hosts parking/valet, etc.
- Objective 8** Transportation and accommodations (if applicable to event).
1. Research shuttle, charter bus, taxi, public transit, applicable to site.
 2. Secure hotel and lodging (blocking) applicable to site.
- Objective 9** Understand the possible types of promotion for event planning.
1. Define promotion.
 2. Understand the types of promotion: advertising, public relations, personal selling, and sales promotion.
 3. Identify the appropriate types of promotion for specific events.
- Objective 10** Event manager and planning evaluation after conclusion of event.
1. Use customer surveys and staff debriefing to gain feedback.
 2. Evaluate the profit loss. (Ticket sales, attendance percentages, social media reviews, etc.)

Standard 3 Performance Evaluation included below (Optional)

Event Planning and Management

Performance assessments may be completed and evaluated at any time during the course. The following performance skills are to be used in connection with the associated standards and exam. To pass the performance standard the student must attain a performance standard average of 8 or higher on the rating scale. Students may be encouraged to repeat the objectives until they average 8 or higher.

Student's Name: _____

Class: _____

PERFORMANCE STANDARDS RATING SCALE



STANDARD 2 - Event Planning and Management Field:

Score:

- Research career opportunities associated with event planning and management

STANDARD 3 - Architecture of Event Planning and Management:

Score:

- Plan an event utilizing the architecture of event planning and management

PERFORMANCE STANDARD AVERAGE SCORE:

Evaluator Name: _____

Evaluator Title: _____

Evaluator Signature: _____

Date: _____