

# American College Dublin

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## PA309 EVENT DESIGN AND EXPERIENCE

Credits:	3 US credits / 6 ECTS credits
Credit level:	Stage two
Prerequisites:	None
Mandatory:	Yes
Contact hours:	40
Academic Year:	2016/17
Semester:	2
Lecturer:	Kevin Redmond

### MODULE DESCRIPTION

Examines the planning, development, management, and implementation of performing arts and entertainment events, corporate events, cultural events, conventions, conferences and sports events. Specific topics include event studies, public and corporate sponsorship, negotiations, and staff and volunteer management, financial planning and management.

### INTENDED LEARNING OUTCOMES

At the end of this module learners should be able to:

1. Demonstrate a full knowledge base of the activities and associated requirements that fall within event management, from large weddings and celebrations to international conventions and sporting events;
2. Understand the planning processes (financial, logistical, regulatory, managerial) that are required for the successful organizing and conduct of an event;
3. Appreciate the marketing knowledge and skills that are appropriate for the purpose of promoting an event;
4. Employ the human resource management issues that are pertinent to organizing and running an event;
5. Identify potential sponsors and manage their participation and support for events in a creative and productive manner;
6. Combine effectively a variety of constituent elements for events, including food and beverage, entertainment, transport, communications, security, health and safety;

7. Understand the financial management knowledge, skills and competencies necessary for a successful event, including revenue and cost planning, budgetary control, purchasing, and the accurate evaluation of financial statements and data.

## MODULE OUTLINE

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|---|-----|
| 1. Types of events;   | 10% |
| 2. The operations and functions of event planning;              | 15% |
| 3. Marketing and promoting events;                              | 15% |
| 4. Developing and managing event sponsorships;                  | 15% |
| 5. Staff and volunteer recruitment and management;              | 15% |
| 6. Combining the necessary supply elements of event management; | 15% |
| 7. Event financial planning and management.                     | 15% |

## LEARNING OUTCOMES MAP

Learning outcomes	Module outline	Delivery	Assessment
1	Section 1	Lectures, readings, class exercises, discussions	Assignments, examinations, participation
2	Section 2	Lectures, readings, class exercises, discussions	Assignments, examinations, participation
3	Section 3	Lectures, readings, class exercises, discussions	Assignments, examinations, participation
4	Section 5	Lectures, readings, class exercises, discussions	Assignments, examinations, participation
5	Section 4	Lectures, readings, class exercises, discussions	Assignments, examinations, participation
6	Section 6	Lectures, readings, class exercises, discussions	Assignments, examinations, participation
7	Section 7	Lectures, readings, class exercises, discussions	Assignments, examinations, participation

## REQUIRED TEXT

Allen Johnny / Ian McDonnell (2005) *Festival and special event management*. 3rd ed, John Wiley.

Tum, J., Norton, P., & and Nevan Wright, J. (2005) *The management of event operations*. Butterworth-Heinemann.

## SUPPLEMENTARY READING LIST

- Berridge, Graham (2007) *Events design and experience*. Butterworth-Heinemann.
- Getz, Donald, (2007) *Event studies: theory, research and policy for planned events*. Butterworth-Heinemann.
- Hannam, Chris (2004) *Health and safety management in the live music and events industry*. Entertainment Technology Press.
- Matthews, Doug (2008) *Special event production: the process*. Butterworth-Heinemann.
- Masterman, Guy / Emma H. Wood (2006) *Innovative marketing communications: strategies for the events industry*. Elsevier Butterworth-Heinemann
- Robertson Martin, Frew Elspeth (2008) *Events and festivals : current trends and issues* Routledge.
- Silvers, Julia Rutherford (2008) *Risk management for meetings and events*. Butterworth-Heinemann.
- Van der Wagen, Lynn. Brenda R. Carlos (2005) *Event management: for tourism, cultural, business, and sporting events*. Pearson/Prentice Hall.
- Van der Wagen, Lynn (2006) *Human resource management for events: managing the event workforce*. Butterworth-Heinemann.
- Event Management: An International Journal*.
- International Journal of Event Management Research*.

## INTERNET WEBSITES

- Association of Conferences and Events [<http://www.martex.co.uk/ace/>]
- Association of Exhibition Organisers [<http://www.aeo.org.uk/>]
- Association of Festival Organisers [<http://www.afouk.org/>]
- Association for Events Management Education (AEME) [[www.aeme.org](http://www.aeme.org)]
- The Event Services Association [<http://www.tesa.org.uk/>]
- The Exhibition Venues Association [<http://www.exhibitionvenues.com/>]

## MODULE LEARNING ENVIRONMENT

The physical structures of the module learning environment include lecturing classrooms supplied with integrated chairs and desks and a whiteboard, a Powerpoint system, overhead projector, television and DVD/video player. The learners also have access to an up-to-date computer laboratory (all computers are connected to the College's network; they are equipped with up-to-date and are networked for printing and internet access).

The module learning environment also includes the College's library (the Rooney Library). In co-operation with the teaching staff and in association with Lynn University, Boca Raton, Florida, the library is able to supply reading and research materials on all aspects of the proposed hospitality management degree. There are networked computers and printers, with internet access and power points for portable computers. The library management system, Voyager, provides an online catalogue. Learners are able to search the catalogue, extend their loans, and place holds on titles from home. An inter-library loan service is available for staff and learners.

## MODULE TEACHING AND LEARNING STRATEGY

The module intended learning outcomes are achieved through a range of teaching and learning strategies. These include three hours per week of class time which combines elements of a seminar and tutorial. Learners are expected to take detailed notes in class and to do practical exercises and other classroom activities prescribed by the lecturer. Learners are also expected to dedicate at least two hours per week to self-directed study which includes reading, elementary research, home assignments, group assignment preparation, individual projects, and revision of material for tests and final examinations. Self-study can be conducted in the Rooney Library or at home. Learners can also contact their lecturer during office hours for further academic support. All these types of teaching provide a variety of opportunities to support and develop learner engagement with the programme.

## MODULE ASSESSMENT STRATEGY

The extent to which learners have achieved the module intended learning outcomes is established by different kinds of assessment strategies. These include various forms of continuous assessment and the final exam. The grading scale used by the American College Dublin is the following: A (80-100%), B+ (70-79%), B (60-69%), B- (55-59%), C+ (50-54%), C (40-49%), D (35-39%), F (below 35%).

As class attendance is necessary for the achievement of intended learning outcomes, only learners who have attended at least 75% of the classes can sit the final examination. Learners will be instructed in academic techniques of source referencing to avoid plagiarism (that is, unacknowledged appropriation of someone else's ideas, words, and research results). Plagiarism is regarded by the College as a serious offence punishable by downgrading, failure in the course work, and possible dismissal from the College. The College's detailed Plagiarism Statement is included in the Quality Assurance Manual, sections 3.8.1-3.

## ASSESSMENT/GRADING

The following must be submitted on time and completed satisfactorily by any learner undertaking the standard assessment of the module:

Class presentation	20%
Individual project	30%
Final Exam	<u>50%</u>
<b>Total</b>	<b>100%</b>