

STRANDS AND STANDARDS

EVENT PLANNING AND MANAGEMENT



Course Description

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.

Intended Grade Level	10-12
Units of Credit	0.5
Core Code	37.01.00.00.151
Concurrent Enrollment Core Code	N/A
Prerequisite	None
Skill Certification Test Number	TBA
Test Weight	0.5
License Type	Secondary Education 6-12
Required Endorsement(s)	
Endorsement 1	Business and Marketing (CTE/General)
Endorsement 2	Business and Marketing Core
Endorsement 3	N/A

STRAND 1

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

Standard 1

Discuss why events and meetings take place.

- Trainings, celebrations, fundraising, milestones, etc.

Standard 2

Discuss where events and meetings take place.

- Resorts, hotels, back yards, fair grounds, educational institutions, etc.

Standard 3

Identify different types of events and meetings.

- Define special/social event types.
 - Any event where a group of people gather to watch or participate. (Fashion show, festivals, weddings, reunions, sporting events, concerts, etc.)
- Define educational/business event types.
 - Any event where participants are provided knowledge or trainings. (Conferences, seminars, retreats, board meetings, workshops, etc.)

STRAND 2

Students will understand the Event Planning and Management career field.

Standard 1

Explore career opportunities in event planning and management.

- Research career growth trajectory.
- Examine salary and benefits.
- Example career types: corporate or private event planner, independent contractor, vendor, hotel staff, etc.

Standard 2

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

- Identify soft skills needed in the workplace. (i.e. good communication, being prompt, successful problem solving, good customer service skills, working in teams.).
- Identify hard skills needed in the workplace. (i.e. degree areas and certificates).
- Apply hire-ability skills needed to gain employment.

Performance Objective

Research career opportunities associated with event planning and management in Utah.

STRAND 3

Students will analyze the architecture of event planning and management.

Standard 1

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

- Evaluate the purpose.
- Determine the theme.
- Identify client expectations.
- Create contracts (a written or spoken agreement concerning an event that is intended to be enforceable by law) if applicable.

Standard 2

Create a financial strategy and budget.

- Estimate and forecast the cost allocation for expense items.
- Identify negotiating skills needed to obtain best return on investments.

Standard 3

Identify needs in site selection for participants or attendees.

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

Standard 4

Create overall event timeline.

- Planning Itinerary: guideline and deadlines for event planning stage.
- Event Itinerary: guidelines for the day of the event.

Standard 5

Examine the use of technology as means of facilitating an event.

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

Standard 6

Coordinate food and beverage services (if applicable to event).

- Use of catering and servers (onsite or offsite).
- Calculate menu and meal planning, including costs per person, for attendees.

Standard 7

Determine necessary staffing (if applicable to event).

- Audio/visual, security, ushers, greeter, hosts, parking/valet, etc.

Standard 8

Transportation and accommodations (if applicable to event).

- Research shuttle, charter bus, taxi, public transit applicable to site.
- Secure hotel and lodging applicable to site by requesting a block of rooms (a group of hotel rooms for the guests attending an event)

Standard 9

Understand the possible types of promotion for event planning.

- Define promotion (The efforts to inform, persuade, and remind current and potential customers about a business's products or services)
- Understand the types of promotion: advertising, public relations, personal selling, and sales promotion.
- Identify the appropriate types of promotion for specific events.

Standard 10

Event manager and planning evaluation after conclusion of event.

- Use customer surveys, social media reviews and staff debriefing to gain feedback.
- Evaluate the profit and loss. (Ticket sales, attendance percentages, etc.).

Performance Objective

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