Centre for Food

Introduction to Special Events

2019-2020 Academic Year

Program	Year	Semester
CFF-Special Events Management Diploma	1	1
CFF-Special Events Management Diploma (co-op)	1	1

Course Code: FEST 1200		**Course Equiv. Code(s):** N/A	
Course Hours: 42		**Course GPA Weighting:** 3	
Prerequisite: N/A			
Corequisite: N/A			
Laptop Course: Yes ☐ No ☒			
Delivery Mode(s): In class ☒ **Online** ☐ **Hybrid** ☐ **Correspondence** ☐			
Authorized by (Dean or Director): Rebecca Milburn **Date:** August 2019			

Prepared by		
First Name	**Last Name**	**Email**
Christine	Baily	christine.baily@durhamcollege.ca

Course Description:

This course will introduce students to the special events planning industry. Students will learn the event planning cycle by jumping in to plan and execute an event for their peers. The event will include brainstorming ideas, completing risk management forms, creating a budget, following a critical path, designing space, conducting an event, soliciting feedback from attendees, post-event analysis and completing a financial statement. As well, students will learn about event classifications, such as MICE, festivals, fundraisers, entertainment and social, while defining the target audience, event objectives and social & economic impacts of each. Finally, students will be introduced to industry related positions and careers paths.

Subject Eligibility for Prior Learning Assessment & Recognition (PLAR):

Prior Learning Assessment and Recognition (PLAR) is a process a student can use to gain college credit(s) for learning and skills acquired through previous life and work experiences. Candidates who successfully meet the course learning outcomes of a specific course may be granted credit based on the successful assessment of their prior learning. The type of assessment method (s) used will be determined by subject matter experts. Grades received for the PLAR challenge will be included in the calculation of a student's grade point average.

The PLAR application process is outlined in http://www.durhamcollege.ca/plar. Full-time and part-time students must adhere to all deadline dates. Please email: PLAR@durhamcollege.ca for details.

PLAR Eligibility

Yes | X | **No** | |

PLAR Assessment (if eligible):

| X | Assignment

| | Exam

| X | Portfolio

| X | Other

| Relevant work experience |

Course Learning Outcomes

Course Learning Outcomes contribute to the achievement of Program Learning Outcomes for courses that lead to a credential (e.g. diploma). A complete list of Vocational/Program Learning Outcomes and Essential Employability Skill Outcomes are located in each Program Guide.

Course Specific Learning Outcomes (CLO)

Student receiving a credit for this course will have reliably demonstrated their ability to:

CLO1 Plan and execute a creative event program including; determining appropriate goals, objectives, activities and agenda by working through the event planning process.

CLO2 Determine the appropriate considerations for basic site selection and facility operations; identify facility, equipment, inventory, and supply requirements for an event.

CLO3 Understand the importance of a critical path and budget to successfully execute an event using available technology.

CLO4 Create documentation to evaluate customer service; solicit post-event feedback; and measure the achievement of the goals & objectives for the participants and stakeholders.

CLO5 Classify event types, markets and industry positions by examining the defining characteristics and researching examples of regional, national and international social and corporate events.

CLO6 Understand and apply event terminology appropriately.

Essential Employability Skill Outcomes (ESSO)

This course will contribute to the achievement of the following Essential Employability Skills:

[X] EES 1. Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.

[ ] EES 2. Respond to written, spoken, or visual messages in a manner that ensures effective communication.

[X] EES 3. Execute mathematical operations accurately.

[ ] EES 4. Apply a systematic approach to solve problems.

[X] EES 5. Use a variety of thinking skills to anticipate and solve problems.

[X] EES 6. Locate, select, organize, and document information using appropriate technology and information systems.

[ ] EES 7. Analyze, evaluate, and apply relevant information from a variety of sources.

[ ] EES 8. Show respect for the diverse opinions, values, belief systems, and contribution of others.

[X] EES 9. Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.

[X] EES 10. Manage the use of time and other resources to complete projects.

[ ] EES 11. Take responsibility for one's own actions, decisions, and consequences.

Evaluation Criteria:

The Course Learning Outcomes and Essential Employability Skills Outcomes are evaluated by the following evaluation criterion.

Evaluation Description	Course Learning Outcomes	EESOs	Weighting
Event Planning Cycle - Phase 1: Concept & Feasibility	CLO1, CLO2, CLO5, CLO6	EES1, EES5, EES9	10
Event Planning Cycle - Phase 2: Planning & Finances	CLO1, CLO2, CLO3, CLO6	EES1, EES3, EES5, EES6, EES9, EES10	15
Event Planning Cycle - Phase 3: Event Blueprint	CLO1, CLO3, CLO4, CLO6	EES5, EES6, EES9	10
Event Planning Cycle - Phase 4: The Event	CLO1, CLO6	EES1, EES5, EES9, EES10	15
Event Planning Cycle - Phase 5: Closure	CLO1, CLO2, CLO3, CLO4, CLO6	EES1, EES9, EES10	10
Peer Evaluation	CLO1, CLO6	EES1, EES9, EES10	10
Attendance & Contribution to EPC phases	CLO1, CLO2, CLO3, CLO4, CLO6	EES9, EES10	10
Test	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6	EES1, EES10	20
Total			**100%**

Notes:

1. The evaluation deadlines for the Event Planning Cycle - Phase 4: The Event and Phase 5: Closure will be determined in class, based on the student's event.
2. All students are required to attend all events. With sufficient notice (minimum 3 business days prior) and a justifiable reason, students may be excused. However, with insufficient or no notice or an unjustifiable reason, the absent student will be deducted 5% per event from their overall course mark.

Required Text(s) and Supplies:

Recommended Resources (purchase is optional):

1. Please see DC Connect for recommended resources and links.

Policies and Expectations for the Learning Environment:

General Policies and Expectations:

General College policies related to	General policies related to
+ Acceptable Use of Information Technology	**+** attendance
+ Academic Policies	**+** absence related to tests or assignment due dates
+ Academic Honesty	**+** excused absences
+ Student Code of Conduct	**+** writing tests and assignments
+ Students' Rights and Responsibilities can be found on-line at http://www.durhamcollege.ca/academicpolicies	**+** classroom management can be found in the Program Guide (full time programs only) in MyCampus http://www.durhamcollege.ca/mycampus/

Course Specific Policies and Expectations:

1. All assigned work submitted must be data processed in Arial or Calibri, 12 point, 1.5 half or double spaced (except where noted), stapled, and clearly labelled at the top of the first page with your name, assignment title, and due date. To be environmentally friendly, please consider adjusting your margins to "narrow".

2. Late assignments that have not been previously negotiated with the professor will be deducted 10% per day (including Saturday and Sunday) up to a maximum of 5 days from the due date, after which they will receive a grade of zero.

3. The student is responsible for keeping a copy of all submitted work and records of all marked work. DC Connect will have all marks earned listed.

4. Missed tests and quizzes result in a mark of zero. With sufficient notice of at least 2 full business days prior to the test, provisions may be provided. Details of such provisions can be discussed with the professor. Since situations, schedules, courses and tests vary, it will be up to the individual professor to decide whether the student will be allowed the opportunity to write a missed test or quiz and, if so, the required parameters.

Course Specific Policies
1. Students are expected to attend class on time and are responsible for any material covered, announcements or any assignments given for classes missed. Attendance for scheduled guest speakers is expected.

2. All electronic devices including music players, laptops, tablets, cell phones etc. must be on silent and stored while in the classroom unless otherwise required for learning and approved/ requested by the professor. Video recording is not permitted as it may infringe upon privacy or copyright laws. If you need to be contacted in an emergency, inform your faculty prior to class, have the phone on vibrate and excuse yourself from class.

3. In order to maintain the quality of learning in the classroom and respect the rights of your classmates, conversations are to stop when class begins and while the professor is speaking. Please wait until class is completely over before putting your materials away in your backpack, standing up, or talking to friends. Disruptive behaviour will not be tolerated.

4. Students who require additional help should request an appointment with the professor via email as breaktime and before/after class is not always conducive to effective communication. Students with documented Access Plans are encouraged to meet with the course faculty to develop a plan for success.

5. Email communication is through college provided email addresses. It is the student's responsibility to check their DC Connect email account and course pages for updates, changes, and other information. Students are encouraged to save course content on a drive that can be accessed without the Internet. As in the workplace, all email communication is to be professional, respectful and free of SMS language with proper sentence structure and punctuation.

6. ACADEMIC INTEGRITY: Professors may request electronic files of written submissions. Plagiarism detection software may be used during the marking process. Any plagiarised work will receive a mark of zero. If it is determined that a student has shared any work with or copied from another student, ALL STUDENTS INVOLVED will receive a mark of zero for the entire assignment or test. This includes sending files to other students for review of concepts.

General Course Outline Notes:

1. Students should use the course outline as a learning tool to guide their achievement of the learning outcomes for this course. Specific questions should be directed to their individual professor.

2. The college considers the electronic communication methods (i.e. DC Mail or DC Connect) as the primary channel of communication. Students should check the sources regularly for current course information.

3. Professors are responsible for following this outline and facilitating the learning as detailed in this outline.

4. Course outlines should be retained for future needs (i.e. university credits, transfer of credits etc.)

5. A full description of the Academic Appeals Process can be found at http://durhamcollege.ca/gradeappeal.

6. Faculty are committed to ensuring accessible learning for all students. Students who would like assistance with academic access and accommodations in accordance with the Ontario Human Rights Code should register with the Access and Support Centre (ASC). ASC is located in room SW116, Oshawa Campus and in room 180 at the Whitby Campus. Contact ASC at 905-721-3123 for more information.

7. Durham College is committed to the fundamental values of preserving academic integrity. Durham College and faculty members reserve the right to use electronic means to detect and help prevent plagiarism. Students agree that by taking this course all assignments could be subject to submission either by themselves or by the faculty member for a review of textual similarity to Turnitin.com. Further information about Turnitin can be found on the Turnitin.com Web site.

Learning Plan

The Learning Plan is a planning guideline. Actual delivery of content may vary with circumstances.

Students will be notified in writing of changes that involve the addition or deletion of learning outcomes or evaluations, prior to changes being implemented, as specified in the Course Outline Policy and Procedure at Durham College.

Wk.	Hours:	3		Delivery:	In Class

Wk.	
1	**Course Learning Outcomes** CLO5, CLO6

Essential Employability Skills

Taught:	EES1, EES6	**Practiced:**	EES1, EES6

Intended Learning Objectives

Course Introduction
-Recognize how this course contributes to the outcomes of the program
-Identify student and faculty expectations for the learning environment
-Describe the outcomes and evaluation process for this course; review course outline.

Types of Events - Festivals, Cultural, Community

-Identify and examine the defining characteristics of this market
-Research and state three examples
-Assess the probability of a future career in this market segment

Types of Events - Not for Profit (Fundraisers, Charity, etc.)

-Identify and examine the defining characteristics of this market
-Research and state three examples
-Assess the probability of a future career in this market segment

-Wedding Planning 101

Intended Learning Activities

Lecture
Discussion
Activities
Research Activity

Resources and References

DC Connect
Internet

Evaluation

Wk.	Hours:	3		Delivery:	In Class

Wk.	
2	**Course Learning Outcomes** CLO5, CLO6

Essential Employability Skills

Taught:	EES1, EES6, EES9	**Practiced:**	EES1, EES6, EES9

Intended Learning Objectives

Types of Events - SMERF (Social, Military, Education, Religious, and Fraternal) and Government

-Identify and examine the defining characteristics of this market
-Research and state three examples
-Assess the probability of a future career in this market segment

Types of Events - Sporting and Entertainment

-Identify and examine the defining characteristics of this market
-Research and state three examples
-Assess the probability of a future career in this market segment"

-Golf Tournaments 101

Intended Learning Activities

Lecture
Discussion
Activities
Research

Resources and References

DC Connect
Internet
Basecamp

Evaluation

Wk.	Hours: 3　　　Delivery: In Class		
3	**Course Learning Outcomes**		
	CLO5, CLO6		
	Essential Employability Skills		
	Taught:　EES1, EES6, EES9	**Practiced:**	EES1, EES6, EES9
	Intended Learning Objectives		
	Types of Events - MICE and Associations market -Identify and examine the defining characteristics of both markets -Research and state three examples -Assess the probability of a future career in this market segment" - Trade shows and expositions 101 - Industry Associations and Certifications/Designations - Brainstorming on class live events!		
	Intended Learning Activities		
	Lecture Discussion Activities Research		
	Resources and References		
	DC Connect Internet Basecamp		
	Evaluation		

Wk.	Hours:	3	Delivery:	In Class

4	**Course Learning Outcomes** CLO1, CLO2, CLO3, CLO6

Essential Employability Skills

Taught:	EES1, EES5, EES6, EES9, EES10	Practiced:	EES1, EES5, EES6, EES9, EES10

Intended Learning Objectives

Team management - creating agendas, taking minutes, action notes.
Basecamp - introduction and overview

Overview of the Event Planning Cycle
-List the five Phases
-Utilize and enhance event terminology.

Event Planning Cycle - Phase 1: Concept & Feasibility

Concept
-Assess ideas to develop an event concept by analyzing core elements
Feasibility
-Further explore the event concept to determine feasibility"

Intended Learning Activities

Lecture
Discussion
Activities

Resources and References

DC Connect
Internet
Basecamp

Evaluation	**Weighting**
Attendance and contribution 2% EPC Phase one - distributed	2

Wk.	Hours:	3	Delivery:	In Class

5	**Course Learning Outcomes**
	CLO1, CLO3, CLO4, CLO6

Essential Employability Skills

Taught:	EES1, EES3, EES5, EES6, EES9	**Practiced:**	EES1, EES3, EES5, EES6, EES9

Intended Learning Objectives

Overview of Event Assignment

Event Planning Cycle - Review Phase 1 submissions

Events - let's choose our event!

Event Planning Cycle - Phase 2: Planning and Financials
-Planning - further explore ideas to formulate solid plans; create a Critical Path
-Financial - determine costs associated with plans; create budget

Intended Learning Activities

Lecture
Discussion
Activities

Resources and References

DC Connect
Internet
Basecamp
Excel, Word

Evaluation	**Weighting**
Attendance and Contribution (2%)	12
EPC Phase 1 - due (10%)	
EPC Phase 2 - distributed	

Wk.	Hours: 3	Delivery: In Class

6	**Course Learning Outcomes**
	CLO1, CLO2, CLO3, CLO4, CLO6

Essential Employability Skills

Taught: EES1, EES9, EES10   **Practiced:** EES1, EES9, EES10

Intended Learning Objectives

Continuation from Week 5

Event Planning Cycle - Phase 2: Planning and Financials
-Planning - further explore ideas to formulate solid plans; create a Critical Path
-Financial - determine costs associated with plans; create budget

Intended Learning Activities

Lecture
Discussion
Activities
Research

Resources and References

DC Connect
Internet
Basecamp
Excel, Word

Evaluation	**Weighting**
EPC Phase 2 - due (15%)	17
Attendance and Contribution (2%)	

Wk.	Hours:	3	Delivery:	In Class

7	**Course Learning Outcomes**
	CLO1, CLO2, CLO3, CLO6

Essential Employability Skills

Taught:	EES1, EES5, EES9, EES10	**Practiced:**	EES1, EES5, EES9, EES10

Intended Learning Objectives

Event Planning Cycle - Phase 3: Event Blueprint

-List and develop the required event documents
-Create event agenda (including set-up and tear-down duties)
-Complete required contracts
-Create list of required tool kit contents

Intended Learning Activities

Lecture
Discussion
Activities
Research

Resources and References

DC Connect
Internet
Basecamp

Evaluation   **Weighting**
EPC Phase 3 - distributed   2
Attendance and Contribution (2%)

Wk.	Hours: 3	Delivery: In Class

8	**Course Learning Outcomes** CLO1, CLO6

Essential Employability Skills

Taught:	EES1, EES5, EES9, EES10	Practiced:	EES1, EES5, EES9, EES10

Intended Learning Objectives

Evaluation
-Determine appropriate evaluation procedures, methods, checklists, etc.
-Create attendee survey

Event Planning Cycle - Phase 5: Closure
-Review, evaluate and report on event (post-event evaluation/post-mortem)

Intended Learning Activities

Event Execution

Resources and References

DC Connect
Internet
Basecamp

Evaluation	**Weighting**
EPC Phase 3 Due (10%) Attendance and Contribution (2%)	12

Wk.	Hours: 3	Delivery: In Class

9	**Course Learning Outcomes** CLO1, CLO2, CLO3, CLO4, CLO5, CLO6

Essential Employability Skills

Taught:	EES1, EES3, EES5, EES6	Practiced:	EES1, EES3, EES5, EES6

Intended Learning Objectives

Test 20%

Intended Learning Activities

Test

Resources and References

DC Connect
Internet
Basecamp

Evaluation	**Weighting**
EPC Phase 4 Due (15%) Test 20%	35

Wk.	Hours: 3		Delivery: In Class	
10	**Course Learning Outcomes** CLO1, CLO6			
	Essential Employability Skills			
	Taught: EES1, EES5, EES9, EES10		**Practiced:**	EES1, EES5, EES9, EES10
	Intended Learning Objectives Event Planning Cycle - Phase 4: The Event Event -Execute the event according to developed plans			
	Intended Learning Activities Event Execution			
	Resources and References DC Connect Internet Basecamp			
	Evaluation			

Wk.	Hours: 3		Delivery: In Class	
11	**Course Learning Outcomes** CLO1, CLO6			
	Essential Employability Skills			
	Taught: EES1, EES5, EES9, EES10		**Practiced:**	EES1, EES5, EES9, EES10
	Intended Learning Objectives Event -Execute the event according to developed plans			
	Intended Learning Activities Event Execution			
	Resources and References DC Connect Internet Basecamp			
	Evaluation EPC Phase 5 Due			

Wk.	Hours:	3	Delivery:	In Class

12

Course Learning Outcomes

CLO1, CLO6

Essential Employability Skills

Taught: EES1, EES5, EES9, EES10 **Practiced:** EES1, EES5, EES9, EES10

Intended Learning Objectives

Event
-Execute the event according to developed plans

Intended Learning Activities

Event Execution

Resources and References

DC Connect
Internet
Basecamp

Evaluation

Wk.	Hours:	3	Delivery:	In Class

13

Course Learning Outcomes

CLO1, CLO6

Essential Employability Skills

Taught: EES1, EES5, EES9, EES10 **Practiced:** EES1, EES5, EES9, EES10

Intended Learning Objectives

Event
-Execute the event according to developed plans

Intended Learning Activities

Event Execution

Resources and References

DC Connect
Internet
Basecamp

Evaluation

Wk.	Hours:	3	Delivery:	In Class

14	**Course Learning Outcomes**
	CLO1, CLO2, CLO3, CLO4, CLO5, CLO6

Essential Employability Skills		
Taught: EES1, EES5, EES10	**Practiced:**	EES1, EES5, EES10

Intended Learning Objectives

Event
-Execute the event according to developed plans

Intended Learning Activities

Event Execution

Resources and References

DC Connect
Internet
Basecamp

Evaluation	**Weighting**
Peer Evaluation	20
EPC Phase 5 - due	