Centre for Food

Introduction to Special Events

2018-19 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): Kevin Baker **Date:** July 2018			

Prepared by		
First Name	**Last Name**	**Email**
Tricia	Wiseman	tricia.wiseman@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 appropriate goals, objectives, activities and agenda by working through the event planning cycle.

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

CLO3 Explain the importance of a critical path and budget to successfully execute an event; differentiate the advantages and disadvantages of employing 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 Utilize and enhance event terminology.

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
Final 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. 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 assigned work submitted must be data processed in Arial or Calibri, 12 point, 1.5 or double spaced (except where noted), stapled, and clearly labeled 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 ".5" all around.

3. 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 60%, after which they will receive a grade of zero.

4. 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.

5. Missed tests result in a mark of zero. With sufficient notice and documentation 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 what is most appropriate.

6. All electronic devices including music players, laptops, tablets, cell phones etc. must be on silent and stored while in the classroom. 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.

7. 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.

8. Students who require additional help should request an appointment with the professor via email as break-time and before/after class is not always conducive to effective communication. Students with learning disabilities are encouraged to meet with the course faculty to develop a plan for success.

9. 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.

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
1	**Course Learning Outcomes** CLO1, CLO6
	Essential Employability Skills EES9
	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. Basecamp - introduction and orientation Overview of Event Assignment Homework: brainstorm event ideas
	Intended Learning Activities Lecture Discussion Activities
	Resources and References DC Connect Internet Basecamp
	Evaluation

Wk.	Hours:	3	Delivery:	In Class

2

Course Learning Outcomes

CLO1, CLO2, CLO5, CLO6

Essential Employability Skills

EES1, EES5, EES9

Intended Learning Objectives

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
Basecamp

Resources and References

DC Connect
Internet
Basecamp

Evaluation   Weighting
EPC Phase 1 Due (10%)   12

Attendance and Contribution (2%)

Wk.	Hours:	3	Delivery:	In Class

3	**Course Learning Outcomes** CLO1, CLO2, CLO3, CLO6
	Essential Employability Skills EES1, EES3, EES5, EES6, EES9, EES10
	Intended Learning Objectives Event Planning Cycle - Review Phase 1 submissions 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
	Evaluation **Weighting** Attendance and Contribution (2%) 2

Wk.	Hours: 3	Delivery: In Class
4	**Course Learning Outcomes**	
	CLO1, CLO2, CLO3, CLO6	

Essential Employability Skills

EES1, EES3, EES5, EES6, EES9, EES10

Intended Learning Objectives

Continuation from Week 3

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

Evaluation	**Weighting**
EPC Phase 2 Due:	17
Critical Path - 5%	
Budget - 10%	
Attendance and Contribution (2%)	

Wk.	Hours:	3	Delivery:	In Class

5	**Course Learning Outcomes** CLO1, CLO3, CLO4, CLO6
	Essential Employability Skills EES5, EES6, EES9
	Intended Learning Objectives Event Planning Cycle - Review Phase 2 submissions 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
	Resources and References DC Connect Internet Basecamp
	Evaluation **Weighting** Attendance and Contribution (2%) 2

Wk.	Hours:	3	Delivery:	In Class

6	**Course Learning Outcomes** CLO1, CLO2, CLO3, CLO4, CLO6
	Essential Employability Skills EES1, 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 Lecture Discussion Activities
	Resources and References DC Connect Internet Basecamp

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

Wk.	Hours:	3	Delivery:	In Class

7	**Course Learning Outcomes** CLO1, CLO6
	Essential Employability Skills 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 EPC Phase 4 Due (15%)	**Weighting** 15

Wk.	Hours:	3	Delivery:	In Class

8	**Course Learning Outcomes** CLO1, CLO6
	Essential Employability Skills EES1, EES5, EES9, EES10
	Intended Learning Objectives Event Planning Cycle - Phase 4: The Event (Continued) Event -Execute the event according to developed plans
	Intended Learning Activities Event Execution
	Resources and References DC Connect Internet Basecamp
	Evaluation EPC Phase 4 Due (15%)

Wk.	Hours:	3	Delivery:	In Class

9	**Course Learning Outcomes** CLO1, CLO6
	Essential Employability Skills EES1, EES5, EES9, EES10
	Intended Learning Objectives Event Planning Cycle - Phase 4: The Event (Continued) Event -Execute the event according to developed plans
	Intended Learning Activities Event Execution
	Resources and References DC Connect Internet Basecamp
	Evaluation EPC Phase 4 Due (15%)

Wk.	Hours:	3	Delivery:	In Class

10

Course Learning Outcomes

CLO1, CLO6

Essential Employability Skills

EES1, EES5, EES9, EES10

Intended Learning Objectives

Event Planning Cycle - Phase 4: The Event (Continued)

Event
-Execute the event according to developed plans

Intended Learning Activities

Event Execution

Resources and References

DC Connect
Internet
Basecamp

Evaluation
EPC Phase 4 Due (15%)

Wk.	Hours:	3	Delivery:	In Class

11

Course Learning Outcomes

CLO5, CLO6

Essential Employability Skills

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

Intended Learning Activities

Lecture
Discussion
Activities

Resources and References

DC Connect
Internet
Basecamp

Evaluation	**Weighting**
EPC Phase 5 Due	10

Wk.	Hours:	3	Delivery:	In Class

12	**Course Learning Outcomes** CLO5, CLO6

Essential Employability Skills

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

Intended Learning Activities

Lecture
Discussion
Activities

Resources and References

DC Connect
Internet
Basecamp

Evaluation	Weighting
Peer Assessment Due	10

Wk.	Hours: 3 Delivery: In Class
13	**Course Learning Outcomes** CLO5, CLO6
	Essential Employability Skills EES1, EES6, EES9
	Intended Learning Objectives 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
	Intended Learning Activities Lecture Discussion Activities
	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			
	EES1, EES5, EES10			
	Intended Learning Objectives			
	Final Test on Content from entire course			
	Course Evaluation and Wrap-up			
	Intended Learning Activities			
	Lecture Discussion Activities			
	Resources and References			
	DC Connect Internet Basecamp			
	Evaluation Test (20%)		**Weighting** 20	