**Правительство Российской Федерации**

**Федеральное государственное автономное образовательное учреждение высшего профессионального образования
"Национальный исследовательский университет
"Высшая школа экономики"**

Факультет коммуникаций, медиа и дизайна,

Департамент интегрированных коммуникаций

**Программа дисциплины** Event Management (проект)

для направления 42.03.01. "Реклама и связи с общественностью" подготовки бакалавра

Автор программы:

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Зав. кафедрой С.А. Зверев

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Москва, 2014

*Настоящая программа не может быть использована другими подразделениями университета и другими вузами без разрешения кафедры-разработчика программы.*

**Event Management**

**COURSE SYLLABUS**

(4.5 credits/graded)

**Institution**: Higher School of Economics (Moscow)

**Department**: Department of Integrated Communications

**Course**: Event Management

**Term**: 2, 3 modules 2014- 2015

**Instructor**: Associate Professor Nelli Bachurina

**Email**: nellib777@gmail.com

**Office**: 202

**Office Phone**: +7 (495) 772-95-90 (additional 22645)

**Office Hours**: TU &TH 11:10 –12:10 a.m. & by appointment

**Required Textbook**: Bowdin, G. Allen,J., O'Toole, W., Harris, R., McDonnell, I. (2006). Events Management, Second Edition, Elsevier Ltd.

**Supplemental Materials**:

* Internet resources
* Current Periodicals
* APEX Industry Glossary – 2011 Edition: <http://www.conventionindustry.org/StandardsPractices/APEX/glossary.aspx>
* Quizlet (<http://quizlet.com/>)

**COURSE DESCRIPTION**

The course is based on theory of event management and practice. A conceptual framework will be developed through definitions, models, and analysis of real-world situations in event management. The planning, development, management, and implementation of corporate and promotional events will be the focus of the course.

The course considers events as a domain of public relations and marketing. Instead of the concentration on tourism and hospitality events among a majority of existing event management courses, this one focuses on the needs of stakeholders, promotional and communication potential of corporate and business events. Project Management, Brand Management, Public Relations are among closely related disciplines to this course.

**LEARNING OBJECTIVES**

* Articulate values, mission, and vision of event management;
* Identify the pioneers of event management, types of events;
* Know the structural aspects of marketing and corporate events especially PR events, launching parties, conferences, exhibits, fair;
* Know the basic techniques and processes of planning and executing an event from beginning to end;
* Understand a variety of marketing strategies including publicity and promotions as it applies to event execution;
* Develop event planning and management competencies through case studies analysis, class group work;
* Demonstrate enhanced research, planning, organizational and decision making skills;
* Improve skills in written and oral communication, group work.

**TEACHING METHOD**:

Teaching method is based on interactive learning which requires the interaction between the students and the instructor and the active participation of the students during the lectures and seminars.

Learning occurs through active participation in activities, class discussion, group activities, and personal reflection upon experiences. Students are expected to have read reading assignments, been involved in group presentation and prepared to discuss/deliver them at the time assigned. Students are encouraged to find additional readings on the topic in question.

Power point slides will support each lecture and seminar. To be able to handle lectures’ content students should learn a lectures’ vocabulary on Quizlet (<http://quizlet.com/>) beforehand.

The features of the teaching method are:

* Friendly learning environment: availability of digital services to enhance students learning and ability to understand and memorize new vocabulary (Quizlet),
* The variety of in-class participation activities during seminar sessions: group discussion, case studies, paired interviews, practice assignments;
* Case studies and relevant readings including real life examples of western best practices of event management that can be used as benchmarks.
* Opportunities for reflection learning objectives after each lecture via writing exercises and group discussions at the seminars.

Lectures and seminars in class will be delivered in English.

**COURSE POLICIES**

1. **Academic Integrity**

Academic dishonesty includes cheating on exams as well as plagiarizing (presenting another’s work as your own). Cheating comes in all different shades –ranging from blatant copying off another’s exam/bringing a “cheat sheet’ to class to more subtle forms of “borrowing” a few ideas and not citing your sources – all of which will be treated with the same level of seriousness in this class.

2. **Courtesy Rules regarding Cell Phone and Computer Use**

Cell phones: As a courtesy to your teacher and to your classmates, please make sure at the beginning of each class period that your cell phones are silenced. Any texting during class will result in you being counted absent for the day.

Laptops: You may use a laptop to take notes during class. Writing papers for other classes, surfing the Internet, checking email, visiting VK, or other such distractions are prohibited.

**3.** **Midterm Out-of Class Assignment** **and Final Exam**

The midterm out-of class assignment named “Event Critical Analysis” is a written 400-450 words assignment. It must be word-processed. Please note that I will NOT accept any emailed assignments. If you are absent from class on a day an assignment is due, you are still expected to submit your assignment that day. The midterm assignment is delivered to the instructor by uploading it to the folder “Projects” on LMS due to deadline. I will use the timestamp on the LMS server to determine whether the assignment was handed in on time. No make-ups will be given for the midterm assignment. Please note that you are responsible for uploading the correct file on the LMS and making sure the upload was successful. Please be analytical in your thinking and writing methodology and approve the event with me before writing. There will be a Google document available where students will be able to fill out the name of an event that they want to analyze. You are not allowed to analyze an event, which has been already chosen by someone.

**Grading Criteria for the Midterm Assignment:**

* Basic Requirements: Fulfills all the requirements listed above.
* Written communication: well written (organization, grammar, and spelling).
* Quality: relevant event choice, thorough analysis of an event’s decorum, audience adaptation, ability to entertain or inform safety elements, etc.

The overall grading system for midterm assignment is based on Broom’s taxonomy (<http://www.krummefamily.org/guides/bloom.html>), where *Knowledge* category is relevant to 5 grade on a ten-point scale, *Comprehension* – 6, *Application* – 7, *Analysis* – 8, *Synthesis* – 9, *Evaluation* – 10.

Final exam is a test that consists of 15 multiple choice questions. The test will cover all aspects of course content, assigned readings, lecture materials and points brought up in the course of class discussion. The test will be administered through LMS and have time limitation. Students are responsible for having their account on LMS active and be on time on LMS for test. Date and time of the final exam will be announced during the classes or via email (or LMS). The weight of correct answer on a test question is one point. The test grade is a summary of the points for correct answers.

**Grading Criteria for Final Exam:**

HSE point equivalents for test grade are listed below (under “Grading Scale for Final Exam”).

Grading Scale for Final Exam

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Excellent** | **Good** | **Average** | **Below average and failing** |
| HSE points | **10** | **9** | **8** | **7** | **6** | **5** | **4** | **3** | **2** | **1** | **0** |
| Test grade | 15 | 14 | 13 | 11-12 | 9-10 | 7-8 | 5-6 | 3-4 | 2 | 1 | 0 |

**4. Participation in lectures and seminars. Grading criteria.**

Participation in lectures is evaluated by reflective writing assignments at the end of the each lecture. The number ofreflective writing assignments is equivalent to number of lectures, which student has participated in.

Participation in seminars includes active involvement in discussions, careful listening, consideration and respect for the opinions of others in the class. The participation in seminars is evaluated by the level of student involvement in discussions. I determine the level of involvement by the number of substantive comments and quality of answers. Low quality answer is considered as student does not have grasp of information or cannot answer questions about subject. High quality answer is considered as student demonstrates full knowledge (more than required) by answering all class questions with explanations and elaboration.

**Grading Scale for** **Lectures/Seminars participation**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| The number of lectures/seminars which student has participated in (percentage of overall number of lectures/seminars) | 0 | 1-10% | 11-20% | 21-30% | 31-40% | 41-50% | 51-60% | 61-70% | 71-80% | 81-90% | 91-100% |
| HSE points | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

**5. Email Policy**

I respond to email once per day, and I will get back with you as soon as possible.

**6. Grades**

If you are not doing as well as you had anticipated, please don’t hesitate to come talk to me so that we can discuss how you might improve your performance on the remaining assignments. I am happy to discuss study tips, explain assignments and grading criteria. However, I won’t negotiate grades. In order to make the grading process more transparent, I share my grading criteria for the midterm assignment and final exam with you. If you feel you met all the criteria and received too low a grade, I’ll be happy to meet with you to discuss your grade. If you know you didn’t meet the criteria, I won’t change your grade. My goal is to be fair to everyone in the class, which means I will hold everyone to the same standards.

**7.** **Evaluation Policy**

Weight Record

* Participation (Lectures) 20 %
* Participation (Seminars) 30%
* Midterm Assignment 20%
* Final Exam (Test) 30%

The final grade for the course is calculated as follows:

***Course Grade*** *=*  (0,2 \****Lectures*** + 0,3\****Seminars*** + 0,2 \****Midterm Assignment*** ) + 0,3\* ***Final Exam***.

Lectures, seminars and midterm comprise **cumulative grade**, which is rounded. Final exam’s grade is rounded too.

**General outline of topics covered:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **#** | **Topics** | **Total**  | **Contact hours** | **Self-study** |
| **Lectures** | **Seminars** |
| 1 | Introduction to Event Management  | 10 | 2 | 2 | 6 |
| 2 | Event Planning I | 12 | 2 | 2 | 8 |
| 3 | Event Planning II | 12 | 2 | 2 | 8 |
| 4 | Location Management and Place Choice | 12 | 2 | 2 | 8 |
| 5 | On-site Management | 10 | 2 | 2 | 6 |
| 6 | Event Operations and Logistics | 12 | 2 | 2 | 8 |
| 7 | Risk, Health and Safety | 10 | 2 | 2 | 6 |
| 8 | Technical Programming and Services | 10 | 2 |  | 8 |
| 9 | Entertainment Programme | 10 | 2 | 2 | 6 |
| 10 | Optional Activities | 10 | 2 | 2 | 6 |
| 11 | Catering Service | 10 | 2 |  | 8 |
| 12 | Souvenirs and Promotional Merchandise | 12 | 2 | 2 | 8 |
| 13 | Promotional Events | 12 | 2 | 2 | 8 |
| 14 | Research and Evaluation of Events | 12 | 2 | 2 | 8 |
| 15 | Trends in Event Industry | 8 | 2 |  | 6 |
|  | **Total:** | **162** | **30** | **24** | **108** |

**Lecture 1.** **Introduction to Event Management.**

Definitions of Event Management, Event Studies, “events” or “event”, “planned event”, “pseudo-events”, foundation disciplines of Event Management, the main types of planned events according to their the size, form and content. The EMBOK model of event management knowledge domains.

**Required reading**:

1. Bowdin, G. et al. (2006). Events Management, Chapter 1. (pp.1-21).
2. Jennifer Jane Marshall. Clean Cuts. Procter & Gamble’s Depression-Era Soap-Carving Contests. <http://www.academia.edu/1072842/_Clean_Cuts_Procter_and_Gambles_Depression-Era_Soap-Carving_Contests_>

**Optional reading:**

1. Boorsti, D. (2007). From news-gathering to newsmaking: a flood of pseudo-events (available on LMS).

**Seminar 1. The Impacts of Events**

**Activity**:

1. Be prepared for a recap of the lecture#1
2. Be prepared to answer the questions #1-5 (p.31), Bowdin, G. et al. (2006). Events Management;
3. Group work: Brainstorming on how to attract media attention through the events.
4. Group discussion on events impact.

**Required reading**: Bowdin, G. et al. (2006). Events Management, Chapter 1. (pp.1-21), Chapter 2 (pp.36-59).

**Lecture 2. Event Planning I.**

Mission statement, goal, objective and tactic of event. Strategies and SMART approach to setting goals. Event components, timelines and schedules. Gant and network schedules. Productive schedule. Programme planning. “Programmic element of style”. “Playing with emotions” approach.

**Required reading/watching**:

1. Bowdin, G. et al. (2006). Events Management, Chapter 5. (pp.117-134).
2. The Game. Film. (1997).

**Optional reading:**

1. Susanna Engblom. A Study on Event Management Case: Tomatkarnevalen. <https://www.theseus.fi/bitstream/handle/10024/15116/Engblom_Susanna.pdf?sequence=1>
2. Event Tours: Sunnyd Adds New Elements To Road Trip <http://www.eventmarketer.com/article/event-tours-sunnyd-adds-new-elements-road-trip/>

**Seminar 2. Creating Flowcharts and** **Timelines**

Activity:

1. Be prepared for a recap of the lecture#2
2. Practical exercises: production of flowcharts and schedules.
3. Group discussion on constraints in programming of the particular events.

**Required reading:** Bowdin, G. et al. (2006). Events Management, Chapter 5. (pp.117-143)

**Lecture 3. Event Planning II.**

Theme development. Cultural Icon Domains. Application of the five senses in an event. Staging. Installation requirements. Event signage and its types.Environmental psychology impact on event management. The features for wayfaring.

**Required reading:** Bowdin, G. et al. (2006). Events Management, pp.385-388, (Theme), pp.392-394 (Staging), pp. 403-404 (Production Schedule), pp.363-364 (Signage).

**Optional reading:**

# Stoli affair offers “forbidden” fruit. 2010. <http://www.eventmarketer.com/article/stoli-affair-offers-forbidden-fruit/>

# Signage that cuts through the clutter <http://www.eventmarketer.com/article/signage-cuts-through-clutter/>

**Seminar 3. Themed Events**

**Activity**:

1. Be prepared for a recap of the lecture#3
2. Be prepared to answer questions based on required reading.
3. Practice exercise: Considering the role of colour in event.
4. Group assignment: determination of a décor, staging, and signage.
5. Group work on the case studies.

**Required reading:**

1. Bowdin, G. et al. (2006). Events Management, pp.385-388, (Theme), pp.392-394 (Staging), pp. 403-404 (Production Schedule), pp.363-364 (Signage).
2. Christine Landry.Decor: Theme Vs. Environment <http://specialevents.com/content/decor-theme-vs-environment>
3. Case studies #3.1, 3.2, 3.3 (available on LMS).

**Lecture 4. Location Management and Place Choice.**

Location selection criteria. Event specifications. Structural and environmental impact. Site Plan. Proximity and accessibility issues. Traffic flow. Crowding and crowding management. Permits and Permissions.

**Required reading:**

1. Bowdin, G. et al. (2006). Events Management, pp.388-390, p.373, pp.361-362.

**Optional reading:**

# Nespresso offers shoppers a ‘sensorial experience’ <http://www.eventmarketer.com/article/nespresso-offers-shoppers-sensorial-experience/>

# Recycled and repurposed: Landmark buildings serve as unique venues for corporate events <http://specialevents.com/blog/recycled-and-repurposed-landmark-buildings-serve-unique-venues-corporate-events>

**Seminar 4. Location and Place Issues**

**Activity:**

1. Be prepared for a recap of the lecture #4
2. Be prepared to answer questions based on the required reading.
3. Group work on the case studies #4.1, 4.2.

**Required reading/watching :**

1. Bowdin, G. et al. (2006). Events Management, pp.388-390.

# Sandra O’Loughlin. Flying high with Alaska Airlines and Russell Wilson <http://www.eventmarketer.com/article/flying-high-alaska-airlines-russell-wilson-2/>

1. Case studies #4.1, 4.2 (available on LMS).

**Lecture 5. On-site Management**

Promotional materials for events. Attendee and VIP services. Registration. Event accreditation procedure. Admission control. Audience accommodation: seating and ushering systems. Protocol requirements.

**Required reading:**

Bowdin, G. et al. (2006). Events Management, 362-363, 365- 371.

**Optional reading:**

# Joshua Steimle. How To Manage A Live Event. Forbes. 2014. <http://www.forbes.com/sites/joshsteimle/2014/03/31/how-to-manage-a-live-event/>

**Seminar 5. Audience accommodation**

**Activity**:

1. Be prepared for a recap of the lecture#5
2. Group work: discuss accreditation policy of the company (required reading for seminar).
3. Group work: design on-site communications system for event.

**Required reading:**

1. An example of accreditation policy for event. <http://www.rfw.lv/wp-content/uploads/2011/10/RFW_media_accreditation_rules_ENG_aw14.pdf>

**Lecture 6. Event Operations and Logistics**

Transportation needs and services. Sound. Telecommunication services. Parking services. Waste control. Power, water, gas needs.

**Required reading:**

Bowdin, G. et al. (2006). Events Management, pp.352- 360.

**Optional reading:**

# Toledo Pros Keep Events Afloat Despite Water Ban <http://specialevents.com/catering/toledo-pros-keep-events-afloat-despite-water-ban>

**Seminar 6. Event logistics**

**Activity**:

1. Be prepared for a recap of the lecture#6
2. Group discussion: Pick up the event and describe the infrastructure requirements and plans, including transportation, parking, waste management, utilities, and labor.
3. Group discussion: case studies (pp. 377-381).

**Required reading:**

Bowdin, G. et al. (2006). Events Management, pp. 377-381

**Lecture 7. Risk, Health and Safety**

Risk identification and analysis. On-site organizational and communications systems procedures. Equipment control. Security and health requirements. Medical care and emergency services.

**Required reading:**

Bowdin, G. et al. (2006). Events Management, Chapter 11, pp. 318- 344.

**Optional reading:**

# Lessons learned from the cartoon network bomb in beantown <http://www.eventmarketer.com/article/lessons-learned-cartoon-network-bomb-beantown/>

**Seminar 7. Safety issues**

**Activity**:

1. Be prepared for a recap of the lecture#7
2. Be prepared to discuss the case studies (pp. 345-351).
3. Group work: discuss risks to a regional festival.
4. Paired interviews: ask a partner about his or her opinion about the safety and security plans of the specific events (the description of events will be provided).

**Required reading:**

Bowdin, G. et al. (2006). Events Management, Case studies, pp. 345-351

**Lecture 8.** **Technical Programming and Services**

Technical programming. Equipment for design creation (decorative lighting, illumination) and special effects. Multimedia production services. Sound and presentation services. Technical support providers.

**Required reading:**

Bowdin, G. et al. (2006). Events Management, pp.392-398, p.404

**Optional reading:**

# The scoop about inflatable structures <http://www.eventmarketer.com/article/inflatable-structures-are-more-lot-hot-air/>

# Projection mapping at lg’s art of the pixel gala <http://www.eventmarketer.com/article/projection-mapping-lgs-art-pixel-gala/>

# Top Event Management Software Products <http://www.capterra.com/event-management-software/>

**Lecture 9. Entertainment Programme**

Components of an entertainment programme. Event experience. Types of event attractions. Entertainment performers and services selection. Evaluation of entertainment programme.

**Required reading:**

Bowdin, G. et al. (2006). Events Management, pp. 399-400.

**Optional reading:**

# Hits and Flops in Special Event Entertainment Today <http://specialevents.com/entertainment/hits-and-flops-special-event-entertainment-today>

# Give your corporate guests entertainment that they don't expect <http://specialevents.com/blog/give-your-corporate-guests-entertainment-they-dont-expect>

**Seminar 8. Entertainment and Technical Issues.**

**Activity:**

1. Be prepared for a recap of the lectures #8 and #9
2. Be prepared to discuss the required reading material.

**Required reading:**

# Lisa Hurley. Event Pros Share their Takes on the Sochi Opening Ceremonies <http://specialevents.com/entertainment/event-pros-share-their-takes-sochi-opening-ceremonies>

**Lecture 10. Optional Activities**

The purpose for optional event activities. Optional side trips and tours. Companion programs. Exhibits and recreational activities.

**Required reading:** not applied

**Optional reading:**

1. Companion Programs for Charleston. <http://absolutelycharleston.com/destination-management/companion-programs/>

**Seminar 9. Programme amenities**

**Activity**:

1. Be prepared for a recap of the lecture#10
2. Be prepared for answer questions on the required reading.

**Required reading:**

1. An example of companion program of real world event. <http://www.ewh.ieee.org/cmte/ias-esw/esw-companion-program.php>

**Lecture 11. Catering Service**

### Evaluation of food and beverage needs. Selection of catering providers and menus. Menu Choices. Thematic considerations, cultural preferences and dietary restrictions on food selection. Special needs. Service style of food. Health regulations.

**Required reading:**

Bowdin, G. et al. (2006). Events Management, pp.398-399.

**Optional reading:**

# Economical, Eco-friendly Event Menus <http://specialevents.com/rental/economical-eco-friendly-event-menus>

**Lecture 12. Souvenirs and Promotional Merchandise**

Award program and ceremony. Activities for commemoration and recognition of an event. Prizes and gifts. Mementos and souvenirs. Contests and competitions.

**Required reading:**

Bowdin, G. et al. (2006). Events Management, pp.338-339.

**Optional reading:**

# Macy’s offers exclusive content for thanksgiving parade. 2010. <http://www.eventmarketer.com/article/macys-offers-exclusive-content-thanksgiving-parade/>

**Seminar 10. Event marketing communications**

**Activity**:

1. Be prepared for a recap of the lectures #11 and #12
2. In-class practice: creating a press kit for event.
3. Group-work: each group suggests promotional merchandise for a specific event and explains its relevance.

**Lecture 13. Promotional Events**

Events as a communications tool. Pros and cons of using promotional events. Types of promotional events. Events as a part of experiential marketing and cause-related marketing.

**Required reading:**

Bowdin, G. et al. (2006). Events Management . pp.216-220

**Optional reading:**

# Welch’s helps kids grow school gardens. 2010. <http://www.eventmarketer.com/article/welchs-helps-kids-grow-school-gardens/>

# Ambius elves promote holiday packages. 2010. <http://www.eventmarketer.com/article/ambius-elves-promote-holiday-packages/>

# HBO rocks exhibit for hall of fame. 2010. <http://www.eventmarketer.com/article/hbo-sets-rock-and-roll-exhibit-hall-fame/>

**Seminar 11. Different types of promotional events**

**Activity**:

1. Be prepared for a recap of the lecture#13
2. In-class practice (group work): create a plan for promotional event in a mall.
3. Paired interview: ask a partner about his or her experience in participation in promotional events.

**Lecture 14. Research and Evaluation of Events**

Types of an event evaluation. Different methods of evaluation. Benchmarking in the event industry. The balanced scorecard approach. Methods for communications budget allocation and negotiation.

**Required reading:**

Bowdin, G. et al. (2006). Events Management, Chapter 14, pp. 412-429.

**Optional reading:**

1. Event evaluation types and techniques <http://www.geelongaustralia.com.au/events/support/article/item/8d01b77da1cc944.aspx>
2. Evolving green event standards <http://www.eventmarketer.com/article/evolving-green-event-standards/>

**Seminar 13. Event evaluation techniques**

**Activity**:

1. Be prepared for a recap of the lecture#14
2. Be prepared to answer questions on the required reading.
3. In-class practice (group work): apply different types of evaluation techniques to specific events (the description of the events will be provided).

**Required reading:**

1. Wood, E., Masterman, G. Event Marketing: Measuring an experience. <http://escpeap.net/conferences/marketing/2008_cp/Materiali/Paper/Fr/Wood_Masterman.pdf>

**Lecture 15. Trends in Event Industry**

Current trends and future practices in world event industry. Demographics and psychographics impact on future event industry. Other changes occurring in event practice and theory. Event franchising.

**Required reading:** Bowdin, G. et al. (2006). Events Management, Chapter 15, pp. 439-455.

**Optional reading:**

# Everyone's going green – for event decor and sustainability. 2013. <http://specialevents.com/blog/everyones-going-green-event-decor-and-sustainability>