

Festival and Event Management



William F. Harrah College of Hotel Administration University of Nevada, Las Vegas

COURSE: TCA 490 - 1002 - Festival and Event Management

PRE-REQUISIT: TCA 110, 321, 380, and 488

OFFICE HOURS: Monday Noon - 2:00 pm, Tuesday 11:00 am – Noon,
Wednesday 11:00 am – 2:00 pm or by appointment

Class Hours: 4:00PM - 6:45PM

Class Days: Wednesday

Class Location: BEH 103

***SPECIAL NOTES:** THE INSTRUCTOR RESERVES THE RIGHT TO MAKE CHANGES AND ADJUSTMENTS TO THE COURSE SCHEDULE, ASSIGNMENTS, READINGS, ETC. AS NECESSARY.*

COURSE DESCRIPTION:

This course is intended to be a capstone for the students who are interested in meetings and events management. It will serve as a senior simulated learning project to provide students with an opportunity to integrate knowledge, concepts and capacities from different parts of their learning experiences.

COURSE OVERVIEW:

This course will provide students with the opportunity for a synthesis of ideas and evaluation in an environment that will enhance their growth and expansion. Students will be organizing and managing actual events utilizing the 5 stages of festival and event management (research, design, planning, coordination, and evaluation).

COURSE OBJECTIVES:

Upon successful completion of this class and within a framework of creativity, teamwork, and client-centered focus, students are expected to:

- Create an event proposal to meet the needs & vision of the client.
- Develop and implement an event timeline & production schedule.
- Compose written communications for team members and clients.
- Estimate income and expenses for an event; create a budget; and present the information.
- Assess potential legal, ethical, and risk management issues and develop contingency plans for addressing those issues.
- Perform a GAP analysis as part of the post-event review.
- Conduct a SWOT analysis and feasibility study of the event during the research phase.
- Develop, implement, and evaluate an event-marketing plan.
- Exhibit a sense of personal responsibility and commitment to the overall success of the event by acting as a fully contributing team member.
- Measure the effectiveness of the collaborative working environment by using a peer evaluation instrument.

GRADING SCALE:

A	93 and above	C	73 - 76
A-	90 - 92	C-	70 - 72
B+	87 - 89	D+	67 - 69
B	83 - 86	D	60 - 66
B-	80 - 82	F	Below 60
C+	77 - 79		

GRADING SYSTEM:

Activity	Points per item	Number	Total Points Available
Team reports/Assignments	30	6	180
Event Evaluation	100	2	200
Participation (Peer Evaluation)	400	1	400
Event Volunteer/ Report	100	1	100
Attendance			120
Total			1000 points

Team reports/Assignments (180) – Individual/Group Work

Each individual is required to report for any updates daily and write a report on what is completed and what is in progress to team leader. Team leader in each team should make one report and submit it to the instructor every week.

Event evaluation (200) – Individual work

Each student will be required to provide written critiques of two events. The guideline for the event report will be provided in class and post on web-campus.

Participation (Peer Evaluation) (400) – Individual/group Work

All teams are expected to work together as a team and all students are expected to contribute equally to the assignments. If your current work situation makes it inconvenient for you to work outside of class with a group this is not the class for you! This is an interactive course. Every student must participate in all group activities. This is not a class where you can simply split up assignments and combine them before class. At the end of the semester, peer evaluation will be conducted.

Attendance (120) – Individual work

In an effort to satisfy the goals and objectives of a capstone course and best represent the William F. Harrah College of Hotel Administration to the campus and the community, **mandatory attendance is crucial.** You are required to successfully complete one capstone class before you can graduate. Attendance will be taken for each class and points will be deducted for those who do not attend. Students are expected to attend the class based upon University policy. We have two events in this class. The only excuse for missing events is if you have a class scheduled during this time. You must provide proof of this class. Dates of the events are shown on the class schedule below.

Client Meetings / Committee Meetings

This class presents students the chance to interview and present to real clients. Professionalism and attendance is required for all client meetings. Client meetings will be announced during class. Also, team leaders may be required to attend committee meetings that will be held regularly before the events. All students are expected to dress in business casual attire on these meeting days. Business casual includes khakis, polo shirts, blouses, dresses, etc. Business casual does not include blue jeans, flip flops, sweatpants, etc. This will be included in participation

Local Event Volunteer (100) – Individual Work

The semester is filled with many large-scale local and campus-wide events for which you can participate in the planning and implementation of. You need to attend Lee's wine festival (November 27) as a volunteer at an event, and then submit a one-page, single-spaced, 12-point font, typed event summary and evaluation. 50 points of your overall grade will be awarded for your participation as a volunteer, and 50 points will be awarded for your event summary and evaluation. In addition to providing a general event overview, you should complete the following statements in your event summary and evaluation:

- Staffing and security needs for this event were fulfilled adequately or inadequately because...

- Event logistics (traffic flow, signage, resources, refreshments, etc.) were addressed or not addressed because...
- As a volunteer for this event, I learned...
- As an event planner, one thing that I would change about this event is...

You should choose to volunteer from the event list below. Note that you are responsible for contacting the event coordinator no less than a month prior to the event date to understand the logistics of your volunteer service.

CLASS POLICIES

Food and beverage in the classroom: Beverages in closed containers are permitted. I will permit dry snacks (if they can be consumed quietly), but please do not bring hot food or wet food into the classroom – its aroma may not be universally appealing, it makes a mess, and the noise of eating it is a distraction. If you spill, you must clean up after yourself.

Emergencies/disasters: Everyone experiences an extreme situation occasionally. If you experience one of these during the semester and think it might affect your performance in this course, **please communicate with me at the earliest possible opportunity.** Examples include major illness/hospitalization, accident or injury, family problems, death of a loved one, and other unexpected profound emergencies. I'm happy to work out a plan of action with you, but you will need to initiate the communication. Please also consider working with the advising and counseling resources available to the UNLV community. There is no need to make a terrible situation harder than it needs to be.

Please note, your work schedule, oversleeping, having to go to a court hearing, non-University related travel, cheap airline tickets or cruise ship packages, family vacations (including weddings), being hungover, your best friend's birthday party, car trouble, getting pulled over for a speeding ticket, or "just needing a day off", and any other frivolous reasons do not constitute emergencies that I will accommodate.

UNIVERSITY POLICES:

Following section of this syllabus is taken directly from the university provost's office website.

Academic Misconduct:

Academic integrity is a legitimate concern for every member of the campus community; all share in upholding the fundamental values of honesty, trust, respect, fairness, responsibility and professionalism. By choosing to join the UNLV community, students accept the expectations of the Academic Misconduct Policy and are encouraged when faced with choices to always take the ethical path. Students enrolling in UNLV assume the obligation to conduct themselves in a manner compatible with UNLV's function as an educational institution.

- Cheating in any manner will not be tolerated. Any student involved in academic dishonesty will receive a zero for the assignment or test for the first instance. Any further instances of academic dishonesty will result in a failing grade for the course.
- Cheating includes copying assignments, exams, and quizzes, asking another student to sign for attendance, and group work on individual projects. The student who allows his/her work to be copied or does work for another student will be subject to the same penalty.
- Another example of academic misconduct is plagiarism. Plagiarism is using the words or ideas of another, from the Internet or any source, without proper citation of the sources.

- See the Student Academic Misconduct Policy (approved December 9, 2005) located at: <http://studentconduct.unlv.edu/misconduct/policy.html>.

Copyright:

The University requires all members of the University Community to familiarize themselves and to follow copyright and fair use requirements. You are individually and solely responsible for violations of copyright and fair use laws. The university will neither protect nor defend you nor assume any responsibility for employee or student violations of fair use laws. Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under University policies. Additional information can be found at: <http://provost.unlv.edu/copyright/statements.html>.

Disability Resource Center (DRC):

The Disability Resource Center (DRC) determines accommodations that are “reasonable” in promoting the equal access of a student reporting a disability to the general UNLV learning experience. In so doing, the DRC also balances instructor and departmental interests in maintaining curricular standards so as to best achieve a fair evaluation standard amongst students being assisted. In order for the DRC to be effective it must be considered in the dialog between the faculty and the student who is requesting accommodations. For this reason faculty should only provide students course adjustment after having received an “Academic Accommodation Plan.” If faculty members have any questions regarding the DRC, they should call a DRC counselor.

UNLV complies with the provisions set forth in Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990. The DRC is located in the Student Services Complex (SSC-A), Room 143, phone (702) 895-0866, fax (702) 895-0651. For additional information, please visit: <http://drc.unlv.edu/>.

Religious Holidays Policy:

Any student missing class quizzes, examinations, or any other class or lab work because of observance of religious holidays shall be given an opportunity during that semester to make up missed work. **The make-up will apply to the religious holiday absence only. It shall be the responsibility of the student to notify the instructor no later than the last day at late registration** of his or her intention to participate in religious holidays which do not fall on state holidays or periods of class recess. This policy shall not apply in the event that administering the test or examination at an alternate time would impose an undue hardship on the instructor or the university which could have been avoided. For additional information, please visit: <http://catalog.unlv.edu/content.php?catoid=4&navoid=164>.

Incomplete Grades –

The grade of I – Incomplete – can be granted when a student has satisfactorily completed three-fourths of course work for that semester/session but for reason(s) beyond the student’s control, and acceptable to the instructor, cannot complete the last part of the course, and the instructor believes that the student can finish the course without repeating it. The incomplete work must be made up before the end of the following regular semester for undergraduate courses. Graduate students receiving “I” grades in 500-, 600-, or 700-level courses have up to one calendar year to complete the work, at the discretion of the instructor. If course requirements are not completed within the time indicated, a grade of F will be recorded and the GPA will be adjusted accordingly. Students who are fulfilling an Incomplete do not register for the course but make individual arrangements with the instructor who assigned the grade.

Tutoring:

The Academic Success Center (ASC) provides tutoring and academic assistance for all UNLV students taking UNLV courses. Students are encouraged to stop by the ASC to learn more about subjects offered, tutoring times and other academic resources. The ASC is located across from the Student Services Complex, #22 on the current UNLV map. Students may learn more about tutoring services by calling (702) 895-3177 or visiting the tutoring web site at:

<http://academicsuccess.unlv.edu/tutoring/>.

UNLV Writing Center:

One-on-one or small group assistance with writing is available free of charge to UNLV students at the Writing Center, located in CDC-3-301. Although walk-in consultations are sometimes available, students with appointments will receive priority assistance. Appointments may be made in person or by calling 895-3908. The student's Rebel ID Card, a copy of the assignment (if possible), and two copies of any writing to be reviewed are requested for the consultation. More information can be found at: <http://writingcenter.unlv.edu/>

Rebelmail

By policy, faculty and staff should e-mail students' Rebelmail accounts only. Rebelmail is UNLV's official e-mail system for students. It is one of the primary ways students receive official university communication such as information about deadlines, major campus events, and announcements. All UNLV students receive a Rebelmail account after they have been admitted to the university. Students' e-mail prefixes are listed on class rosters. The suffix is always @unlv.nevada.edu

TENTATIVE COURSE SCHEDULE

Week	Date	Class	Assignment / Notes
1	8/31	Introduction, Class and events overview, Break into groups, Teambuilding	Read syllabus and events overview
2	9/7	Team meeting for The Max Art and Music Collection/	
3	9/14	Team meeting for The Max Art and Music Collection/ Hotel College Career Mixer	Team report 1 Due
4	9/21	Team meeting for The Max Art and Music Collection/ Hotel College Career Mixer Venue Inspection 1	Team report 2 Due
5	9/28	Team meeting for The Max Art and Music Collection/ Hotel College Career Mixer	Team report 3 Due
6	10/5	Team meeting for The Max Art and Music Collection/ Hotel College Career Mixer	Team report 4 Due
7	10/12	Team meeting for The Max Art and Music Collection/ Hotel College Career Mixer Venue Inspection 2	Team report 5 Due
8	10/19	Attending Imax America (Future Leaders Forum)	Team report 6 Due

9	10/26	Final check-up meeting Team meeting for The Max Art and Music Collection (Possible date, Oct.29)	Hotel College Career Mixer (October 25)
10	11/2	Evaluation of the event (The Max Art and Music Collection)	
11	11/9	Evaluation of the event (Hotel College Career Mixer)	
12	11/16	Peer evaluation	Peer Evaluation due
13	11/23	Thanksgiving	
14	11/30	Volunteer for Lee's wine festival (11/27)	
15	12/7	Warp-up and final report	Volunteer report due Event Evaluations due
16	12/12	Final Exam Week	

More College Resources:

Library Resources

Students may consult with a librarian on research needs. For this class, the subject librarian is Lateka Grays (<http://guides.library.unlv.edu/hospitality>). UNLV Libraries provides resources to support students' access to information. Discovery, access, and use of information are vital skills for academic work and for successful post-college life. Access library resources and ask questions at <https://www.library.unlv.edu/>.

Communication within the College

All students are encouraged to subscribe to the student listserve for the College of Hotel Administration. To subscribe, go to: <http://groups.yahoo.com/group/unlvhotelcollege>. All information relevant to the College, job opportunities, activities, clubs, scholarships, etc. will be posted on this list serve. To be informed of opportunities available to you, YOU NEED TO BE A SUBSCRIBER TO THE LISTSERVE.

Academic Advising

Academic advising is available through the college's Student Advising Center – BEH 543, 702-895-3616.