**Event Planning**

Course Syllabus 2017-2018

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**COURSE DESCRIPTION**:

This is a one-credit course taught in grades 9-12. Students will learn to organize and plan all aspects of business and social events including the food, location, and décor associated with hiring an event planner. Concepts taught in the course to meet the needs of clients include planning for the event with activities, establishing a budget, determining the theme, planning the guest list, determining the location, developing an event plan schedule, planning transportation needs, training of staff, staging the event, calculating room and space requirements, providing necessary technology and equipment, planning food and beverage services, securing entertainment, understanding legal issues in event planning, and conducting post-evaluations of event. Students demonstrate leadership characteristics and make decisions based on integrating knowledge of financial, human resources, promotion, and event management principals. Students are prepared for various career opportunities in event planning.

Family, Career and Community Leaders of America (FCCLA), an integral part of the curriculum, provides opportunities to apply instructional competencies and workplace readiness skills, enhances leadership development skills, and provides opportunities for community service.

**COURSE GOALS**:

Primarily through project-based learning, students will develop a simple understanding of planning a variety of events/activities. Students will learn basic knowledge and skills concerning how to organize, plan, and implement different types of events.

**COURSE OUTLINE**:

Introduction:

1. Define basic event planning terminology.

2. Describe different types of events held in both small and large venues.

3. Explain the rationale for calling a meeting with a client and staff to plan an event.

4. Explain the client’s reason(s) for having an event.

5. Discuss the need for having an agenda for meetings to plan events.

6. Describe event planning from a variety of perspectives, including planners, hosts, participants, vendors, hotels/facilities/locations, and related hospitality entities.

7. Describe the jobs performed by each key player in event planning and implementing plans.

8. Analyze the critical role of communication and customer service in planning events and conducting events.

9. Describe how to select event venues based on the client’s vision and needs.

10. Analyze how time (hour, day of the week, month, or season) affects the choice of venue.

11. Explain the importance of contingency planning-particularly with outdoor events.

12. Explain how geographic location impacts attendance.

13. Assess the importance of site inspection before a contract is signed and prior to conducting the event.

Entertainment Themes and Décor

14. Analyze the interaction between event planner and client in determining food and beverage options and choices.

15. Discuss the interaction between event planner and client in determining themes and décor.

16. Discuss appropriate types of entertainment for specific events.

17. Describe room setup for a variety of events.

18. Explain how theme, décor, and entertainment affect choice of food and beverage.

19. Explain the importance of working within the clients’ budget.

Timeline Development

20. Assess the importance of a timeline in event planning, staging, and conducting events.

21. Determine how staff responsibilities are assigned for each job or task on the timeline.

22. Develop a timeline for a small, medium, and large event.

23. Determine ways to keep the project on schedule.

Financial Impact of Events

24. Plan a budget to achieve financial goals of the event.

25. Explain the need for liability insurance.

26. Develop a line item budget for an event.

27. Explain how vendor, lodging contracts, and attrition affect the financial goals.

28. Explain how to determine quantities of food and beverage for the event.

29. Discuss systems used to set prices, obtain deposits, and control costs and inventories.

On-Site Event Management

30. Determine the importance of having experienced on-site management on the event day.

31. Discuss crowd control and have a plan for the specific event.

32. Discuss what to do when staffers don’t show on the day of the event.

33. Discuss what to do when clients want last minute changes in the planned event.

Vendors and Staffing

34. Discuss how to screen and hire employees for specific events.

35. Discuss how to screen and hire vendors for specific events to meet the needs and budget of clients.

36. Discuss the need for contracts and the essential clauses that should be in them, such as attrition, cancellation, non-performance, emergencies, and indemnification.

Post-Planning

37. Explain the value of a post-event meeting in tying up loose ends and improving future events.

38. Identify who should be involved in a post-event meeting.

39. Discuss when post-planning should occur.

Career Opportunities

40. Analyze career opportunities in event planning.

41. Describe skills, training, and personality needed for careers/jobs in the field of event planning.

42. Identify ways to gain experience as an event planner.

43. Identify certificates or credentials needed to be an event planner.

**CULMINATING PRODUCTS**:

Planners Portfolio (Birthday party, Halloween Festival, Thanksgiving Dinner, Christmas Party, Fundraiser, Valentine Ball, Baby Shower and/or CTSO Banquet, Retirement Celebration and/or Awards Ceremony, Wedding) and activities associated with each event. Presentation Boards, Floor Plans, Financial Plans, Decoration Samples, Table Setting, Entertainment Options, etc will be components of each monthly event. Hands-on opportunities will be available.

**GRADING SCALE**:

**Criteria Percentage Value (100%)**

Major Grades 65%

 (Tests, Projects, Labs)

Minor 35%

 (Classwork, Homework,

 Quizzes)

**ASSESSMENT PROCEDURES**:

90-100 = A

80-89 = B

70-79 = C

60-69 = D

0-59 = F

**SUPPLIES:**

Each Students Responsibility: Period Responsibilities:

Paper and Pencil/Pen 1st - 3pk paper towels 5 – 1 pk computer paper

1 Class binder w/ see through cover 2nd – 2 boxes Kleenex 6 – bottle germ-x / Lysol wipes

1 thumb drive 3rd - 4 small paints & 1 pack brushes 7 – Pack glue sticks & pack of paper

**\*Fees:** Class fee - $25, FCCLA - $20, **Total - $45**. Make checks payable to **ACTC** not PHS!!

 - Students that have unpaid class fees will not be permitted to join FCCLA, be eligible to attend field trips, or

 be permitted to use certain class project supplies. May also have to complete alternative assignments.

**DISCLIPINE:**

Step one: Make student aware of the problem

Step two: Make parents aware of the problem

Step three: Make the principal aware of the problem

**Class Procedures:**

Before Class -

* Dispose of all food/drinks before entering the classroom.
* Get your binder and check the board for bell assignment.
* Go to the bathroom if you need to go, but if you are tardy to class you will have to go sign in at the office and get a tardy slip before entering. 3 tardies will result in an office referral!
* Turn in cell phones to storage/charging center.

During Class -

* Listen to and follow instructions the FIRST time they are given.
* Put assignments in your folder or turn in if requested.
* Be respectful to EVERYONE in the class.
* NO CELL PHONES, HEADPHONES, IPADS, ETC! If caught using electronic devices, **W/O approval**, it will be taken. This is your ONLY warning!

Last Five Minutes of Class -

* Return books, binder, and supplies back to their ***PROPER*** places.
* Clean tables if needed.
* Pick up trash and stray paper around your tables.
* Once you have everything ready to go you may visit quietly (in your seat) until the bell rings.

Restroom -

* You must always ask for permission.
* You must take the restroom pass with you.
* 4 freebies. After 4 you will not be permitted to leave unless you have medical authorization.

Absences -

* I DO NOT remind students to make up work. It is understood that you are to make up any missed assignments within 3 school days of the excused absence.
* If you miss a day you are unable to earn your daily points. There is an assignment you can complete in order to earn back those points, but that is only for EXCUSED absences! UNEXCUSED absences will result in total loss of daily grade.

**Computer Area Guidelines:**

1. No food or drinks allowed in or around computers.
2. Do not check email, use IM, or visit any other websites – work only on assigned projects.
3. DO NOT download ANYTHING without permission to do so!!
4. Walk quietly to and from the computer lab if we must go.
5. DO NOT change ANY of the computer’s settings such as screen savers, wallpaper, or cursors.
6. Work quietly while at the computer stations.
7. You are expected to clean this area just like you would the classroom.
8. If you fail to follow these guidelines, or do not get your Internet Usage form turned in, you will complete your project without technology (research in books and magazines; draw pictures by hand; etc…).
9. Depending on class size you may have to share or take turns while using the computers/laptops.

**Safety Guidelines**

1. No visitors will be allowed in the classroom unless they have clearance from the ATC front office. This will be enforced for other students, parents, as well as faculty from PHS. ***EVERYONE*** must go by the office first.
2. Students are to remain in the classroom unless the instructor issues a pass.
3. Students are not permitted to make/receive phone calls or texts during class.
4. Cell phones are not to be SEEN or HEARD.
5. Fire Drills: Students will exit the classroom quickly and in an orderly fashion. We will exit through the emergency exit and assemble along the back fence. Students MUST stay with the instructor at all times.
6. Tornado/Severe Weather: Students will sit on the floor along the counter top are in the classroom. Students must sit in the severe weather position with a book protecting the head/neck and listen carefully for instructions.
7. Project Work: Students may be using scissors, other cutting tools, heating elements, chemicals, hot glue, etc. to complete projects. Students are expected to use extreme care in handling the equipment and to adhere to all guidelines demonstrated by the instructor. Students are NOT allowed to use equipment without permission from the instructor.

**Equal Education Opportunity Statement:**

The Autauga County Technology Center does not discriminate on the basis of race, color, national origin, sex, disability, or age in its programs and activities and provides equal access to the Boy Scouts and other designated youth groups.

**ESSENTIAL QUESTIONS**:

1. What skills are needed to effectively perform the work of the family and provide services to consumers?
2. What positive impact can be the result of goal setting and teamwork?
3. What are the qualities of a healthy relationship?
4. What techniques can an individual use to resolve conflict?
5. What are the characteristics of a strong and healthy family?
6. What challenges do families face in today's society?
7. What characteristics should be considered when choosing a spouse?
8. What issues influence the family life cycle at each stage?
9. What current issues are affecting marriage and family life?
10. How do demands outside the family affect marriage and family life?
11. What are the characteristics of a quality caregiver?
12. What are the specific needs of children?
13. What impact do parents have on the growth and development of their children?
14. What consumer skills should an individual acquire to function in today's society?
15. How can credit be used responsibly?
16. What types of insurance do individuals and families need to protect them against crises?
17. Why is it important for individuals and families to invest for their future?
18. What consumer services are provided by a bank?
19. How are federal income tax forms completed and filed?
20. How should a consumer properly file a consumer complaint?
21. How does advertising affect impact consumer behavior?
22. What factors affect the selection of apparel and accessories?
23. How are the elements of art and the principles of design used in creating apparel?
24. How do you properly care and store apparel and accessories?
25. What basic sewing techniques are needed to create, maintain, or expand a wardrobe?
26. What housing options are available to meet the needs of consumers across the life span?
27. What factors influence the consumer's selection of housing?
28. What factors determine the selection of furniture, accessories, and equipment for the home?
29. How are the elements of art and principles of design used to place furniture, accessories, and equipment in the home?
30. Why is it important for individuals and families to eat nutritious meals and snacks?
31. How does eating out compare to eating at home?
32. Why is it important to use proper etiquette?
33. Why is proper sanitation important when preparing and storing food?
34. Why is meal planning an important task in food preparation?
35. How do individuals and consumers shop wisely for food?
36. What are the basic principles of food cookery?
37. How is food served in a safe and sanitary manner?
38. How does technology affect the family?
39. How do you develop a career plan?