

# EVENT MANAGEMENT

## # 16152

**Rationale Statement:**

Students will learn to organize and plan events along with developing event management skills. Event management supports the hospitality and tourism activities in South Dakota. According to IHS Global Insight, visitation increased by 10% in year 2010; tourism-related activity generated 20% of all state and local tax revenue in 2010.

Over 28,000 direct jobs were supported by core travel and tourism economic activity and every 434 visitors create a new job in SD. Tourism activity generated \$265 million in state and local government revenue in 2010, an increase of 4.8% over 2009 (HIS Global Insight). The economic impact is \$2.6 billion with visitors spending in 2010 of \$1.059 billion (Dr. Michael Madden).

**Suggested Grade Level:** 11<sup>th</sup> or 12<sup>th</sup>

Suggested Prerequisite – one of the following listed:

Introduction to Hospitality and Tourism; Introduction Education and Training;  
Introduction Human Services; CTE Foundations; Employability

**Topics Covered:**

- Career opportunities
- Research
- Planning and conducting an event
- Evaluating a completed event

Revised Bloom's Taxonomy	Standards and Examples
<b>Indicator #1: Analyze career opportunities in event planning and management.</b>	
Understand	<p><b>EPM 1.1 Classify career opportunities in event planning and management.</b></p> <p><i>Examples:</i></p> <ul style="list-style-type: none"> <li>• Complete Career Investigation FCCLA STAR Event.</li> <li>• Complete an extended job shadow experience.</li> <li>• Conduct interview with a professional in travel and tourism industry using different media.</li> </ul>
Analyze	<p><b>EPM 1.2 Differentiate knowledge and skills necessary for the travel and tourism pathway; recreation, amusements, and attractions pathway.</b></p> <p><i>Examples:</i></p> <ul style="list-style-type: none"> <li>• Identify the effects of the economy on event management.</li> <li>• Research evaluate trends and needs</li> <li>• Use a case study to learn how to chunk a project and meet deadlines.</li> </ul>

<b>Indicator #2: Analyze transferable skills when planning and managing events and projects.</b>	
Analyze	<p><b>EPM 2.1 Conduct technical research to gather information for event planning.</b></p> <p><i>Examples:</i></p> <ul style="list-style-type: none"> <li>• Use different events to conduct research process.</li> <li>• Chart cultural and geographical influences that impact planning.</li> <li>• Interview event planner professional to understand employee rights and responsibilities.</li> <li>• Explain ethical and legal responsibilities for staff, clients, and for the event planner.</li> <li>• Collect tools used in budgeting for an event.</li> </ul>
Apply	<p><b>EPM 2.2 Implement appropriate communication skills between client and event planning professionals.</b></p> <p><i>Examples:</i></p> <ul style="list-style-type: none"> <li>• Interpret verbal and non-verbal cues for interactions with clients, customers, and co-workers.</li> <li>• Role play a negotiation situation to apply listening skills needed to provide feedback.</li> <li>• Compare contracts from different event venues to identify differences and why.</li> <li>• Write requests for services for a planned event.</li> <li>• Identify the elements of management styles used in the service industry.</li> </ul>
<b>Indicator #3: Analyze client needs, wants, and expectations related to the event purpose.</b>	
Analyze	<p><b>EPM 3.1 Differentiate marketing strategy to promote the event.</b></p> <p><i>Examples:</i></p> <ul style="list-style-type: none"> <li>• Identify 4 P's of marketing for an event.</li> <li>• Analyze marketing techniques to design individualized events.</li> </ul>
Analyze	<p><b>EPM 3.2 Use principles of budgeting to plan events.</b></p> <p><i>Examples:</i></p> <ul style="list-style-type: none"> <li>• List categories for event budget.</li> <li>• Identify sources of income and expenses.</li> <li>• Deconstruct a sample budget for a current event in order to make changes to the budget.</li> </ul>

Understand	<p><b>EPM 3.3 Construct an event, program, or service proposal.</b></p> <p><i>Examples:</i></p> <ul style="list-style-type: none"> <li>• Map out an operational plan including venue, catering, outside vendors.</li> <li>• Explore external factors of event planning process and projects.</li> <li>• Demonstrate the importance of adaptability and flexibility through role play.</li> </ul>
<b>Indicator #4: Employ leadership and team work skills in collaboration with others.</b>	
Create	<p><b>EPM 4.1 Coordinate a planned event.</b></p> <p><i>Examples:</i></p> <ul style="list-style-type: none"> <li>• As an individual or a team, identify a client or organization to plan event.</li> <li>• Produce event.</li> </ul>
Apply	<p><b>EPM 4.2 Demonstrate collaboration and flexibility for a planned event.</b></p> <p><i>Examples:</i></p> <ul style="list-style-type: none"> <li>• Identify and resolve conflicts between co-workers, customers, client, vendors, and management.</li> <li>• Check types and sources of workplace hazards.</li> </ul>
<b>Indicator #5: Evaluate completed event.</b>	
Apply	<p><b>EPM 5.1 Organize process for evaluation of performance.</b></p> <p><i>Examples:</i></p> <ul style="list-style-type: none"> <li>• Explore online evaluation form options to gain feedback.</li> <li>• Design and conduct evaluation.</li> </ul>
Analyze	<p><b>EPM 5.2 Distinguish the extent to which event objectives were met.</b></p> <p><i>Examples:</i></p> <ul style="list-style-type: none"> <li>• Write report based feedback provided in evaluations.</li> <li>• Determine appropriate time and information to provide feedback from evaluations to the client.</li> </ul>