



Gupteshwor Mahadev Multiple Campus Chhorepatan, Pokhara

Non-Credit Course Syllabus

Event Management

Course Description:

The purpose of this course is to enable the students to acquire a practical knowledge about the "event management" and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events with a special focus on case studies of the events.

Expected Student Outcomes:

1. To acquire an understanding of the role and purpose(s) of special events in the organizations.
2. To acquire an understanding of the techniques and strategies required to plan successful special events.
3. To acquire the knowledge and competencies required to promote, implement and conduct special events.
4. To acquire the knowledge and competencies required to assess the quality and success of special events.

Duration: 7 Weeks

Course Requirements

This course requires students to complete the following:

Participation: 10%

Presentation: 40%

Short Analytical Paper: 20%

Exam: 30%

About classroom participation: While the grade cannot be based on attendance, students should plan to be in class and ready to discuss the readings/ lectures. Students will be divided into small discussion groups at the beginning of the term, and topics for presentation will be assigned to each of group members.

About in-class presentation: Each student will conduct a 30-minute PPT presentation (the list for signup will be passed out on the first week) and also provide the questions for a 15-minute discussion on the topic provided. The presentation should be informative on the topic, and creativity is more than welcomed. Students must send their PPT to the course instructor for evaluation after the presentation, and use a minimum of 3 academic sources (students may use Wikipedia and other online sources as well, but they do not count toward the 3 academic sources). Please include the bibliographic references at the end of PPT presentation).

About Short Analytical Paper: The length of the paper is about 3 to 4 pages. Students are required to make connections between the book knowledge and the real practice.

Exams: There will be a written exam held when the course finishes.

CLASS SCHEDULE

Week 1 : Principles of project/Event Management: From concept to reality

Understanding project management - resources - activities - risk management - delegation - project selection - role of the Event Manager.

Week 2: Preparing a proposal

Conducting market research - establishing viability - capacities - costs and facilities - plans - timescales - contracts.

Clarity - SWOT analysis - estimating attendance - media coverage - advertising - budget - special considerations - evaluating success.

Week 3: Crisis Management plan

Crisis planning - prevention - preparation - provision - action phase - handling negative publicity - structuring the plan.

Week 4: Seeking sponsors

Different types of sponsorship - definition - objectives - target market - budget - strategic development - implementation - evaluation.

Week 5: Organizing the event

Purpose - venue - timing - guest list - invitations - food & drink - room dressing - equipment - guest of honor - speakers - media - photographers - podium - exhibition.

Week 6: Marketing tools

Types of advertising - merchandising - give aways - competitions - promotions - website and text messaging.

Lecture 7: Tools of Promotion and Evaluation of Event

Media invitations - photo-calls - press releases - TV opportunities - radio interviews. Flyers - posters - invitations - website - newsletters - ezone - blogs - tweets. Budget - cost of event - return on investment - media coverage - attendance - feedback.