

Event Planning

COURSE OUTLINE

1. **Course Title:** Event Planning
2. **CBEDS Title:** Food and Hospitality Services
3. **CBEDS Number:** 4420
4. **Job Titles:**

Event Planner	Wedding Planner	Convention Planner
Personal Ass't.	Materials Recorder	Dispatcher
Scheduler	Hotel/Resort Clerk	Office/Administration Support
Tour Guide	Travel Clerk	

5. Course Description:

This course is designed to prepare students for entry level employment in events planning and or meeting management. The content includes the principles and practices of sound public relations, planning and organizing events, meetings, conferences, or conventions, and prepares students for employment opportunities with trade and professional associations, consulting firms, non-profit organizations, and corporations. Integrated throughout this course are career preparation standards, which include basic academic skills, communication, interpersonal skills, problem solving, workplace safety, technology, and employment literacy.

Student Outcomes and Objectives:

Students will:

1. Determine meeting objectives.
2. Prepare a budget for an event or meeting.
3. Prepare a site suitable for a specific group and their event or meeting objectives.
4. Promote an event or meeting.
5. Accommodate essential housing, transportation, food, entertainment, and communications needs for an event or meeting.
6. Communicate effectively with clients, vendors, and support service personnel for an event or meeting.
7. Employ effective negotiation techniques in meeting arrangements.
8. Recognize basic components of a facility contract.
9. Discuss legal issues pertaining to meeting management, such as liability, insurance, and confirmation letters.
10. Recognize ethical issues in events planning/meeting management practices.

Pathway

Recommended Sequence	Courses
Introductory	Culinary Arts
Skill Building	Advanced Culinary Arts or Baking and Pastry Arts
Advanced Skill	Culinary Arts Cooperative or Hospitality or Event Planning

6. Hours: *Students receive up to 180 hours of classroom instruction.*

7. Prerequisites: None

8. Date (of creation/revision): July 2011

9. Course Outline

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Upon successful completion of this course, students will be able to demonstrate the following skills necessary for entry-level employment.				
Instructional Units and Competencies Guaranteed curriculum = regular font Negotiated curriculum = italicized	Course Hours	Model Curr. Standards	CA Academic Content Standards	CAHSEE
I. CAREER PREPARATION A. Career Planning and Management. 1. Know the personal qualifications, interests, aptitudes, knowledge, and skills necessary to succeed in careers. a. Students will identify skills needed for job success b. Students will identify the education and experience required for moving along a career ladder. 2. Understand the scope of career opportunities and know the requirements for education, training, and licensure. a. Students will describe how to find a job. b. Students will select two jobs in the field and map out a timeline for completing education and/or licensing requirements. 3. Know the main strategies for self-promotion in the hiring process, such as completing job applications, resume writing, interviewing skills, and preparing a portfolio. a. Students will write and use word processing software to create a resume, cover letters, thank you letters, and job applications. b. Students will participate in mock job interviews. 4. <i>Develop a career plan that is designed to reflect career interests, pathways, and postsecondary options.</i> a. <i>Students will conduct a self—assessment and explain how professional qualifications affect career choices.</i> 5. <i>Understand the role and function of professional organizations, industry associations, and organized labor in a productive society.</i> a. <i>Contact two professional organization and identify the steps to become a member.</i> 6. <i>Understand the past, present and future trends that affect careers, such as technological developments and societal trends, and the resulting need for lifelong learning.</i> a. <i>Students will describe careers in the business industry sector.</i> b. <i>Students will identify work-related cultural differences to prepare for a global workplace.</i> B. Technology. 1. Understand past, present and future technological advances as they relate to a chosen pathway and on selected segments of the economy. 2. Understand the use of technological resources to gain access to, manipulate, and produce information, products and services. 3. Use appropriate technology in the chosen career pathway. C. Problem solving and Critical Thinking. 1. Understand the systematic problem-solving models that incorporate input, process, outcome and feedback components, and apply appropriate problem-solving strategies and critical thinking to work-related issues and tasks.	20 Additional hours are integrated throughout the course.	Finance & Business Industry Sector, Model Curriculum Standards 3.0, 4.0, 5.0, 6.0, 7.0, 8.0, 9.0, 10.0	<u>Language Arts</u> (8) R 1.3, 2.6 W1.3, 2.5, LC 1.4,1.5 1.6 LS1.2, 1.3, (9/10) R2.1,2.3,2 W2.5 LC1.4 LS 1.1, 2.3 (11/12) R2.3 W2.5 LC1.2 <u>Math</u> (7) NS1.2, 1.7 MR 1.1,1.3 2.7,2.8, 3.1	Lang. Arts R 8.2.1 (9/10) R 2.1, 2.3 W2.5 Math (7) NS 1.2, 1.3, 1.7 MR 1.1, 2.1, 3.1

<p>2. Use and apply critical thinking and decision making skills to make informed decisions, solve problems, and achieve balance in the multiple roles of personal, home, work and community life.</p> <p>D. Health and Safety.</p> <ol style="list-style-type: none"> 1. Know policies, procedures, and regulations regarding health and safety in the workplace, including employers' and employees' responsibilities. 2. Understand critical elements of health and safety practices related to a variety of business environments. <p>E. Responsibility & Flexibility.</p> <ol style="list-style-type: none"> 1. Understand the qualities and behaviors that constitute a positive and professional work demeanor. 2. Understand the importance of accountability and responsibility in fulfilling personal, community, and workplace roles and how individual actions can affect the larger community. 3. Understand the need to adapt to varied roles and responsibilities. <p>F. Ethics and Legal Responsibilities</p> <ol style="list-style-type: none"> 1. Know the major local, district, state, and federal regulatory agencies and entities that affect the industry and how they enforce laws and regulations. 2. Understand the concept and application of ethical and legal behavior consistent with workplace standards. <ol style="list-style-type: none"> a. <i>Contact a business and obtain a copy of their rules for employment.</i> b. <i>Role play difference ethical scenarios.</i> 3. Understand the role of personal integrity and ethical behavior in the workplace. <p>G. Leadership and Teamwork.</p> <ol style="list-style-type: none"> 1. Understand the characteristics and benefits of teamwork, leadership, citizenship in the school, community, and workplace settings for effective performance and attainment of goals. 2. Understand the ways in which professional associations, such as the American Restaurant Ass., the International Hotel and Restaurant Assn., and the Lodging Assn. and competitive career development activities enhance academic skills, career choices, and contribute to promote employability. 4. Know multiple approaches to personal conflict resolution and understand how to interact with others in ways that demonstrate respect for individual and cultural differences and for the attitudes and feelings of others. 				
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Instructional Units and Competencies	Hours	Model Curr. Standards.	CA Academic Standards	CAHSEE
<p>I. Planning an Event or Meeting</p> <ul style="list-style-type: none"> A. Determining objectives B. Planning the program C. Creating a suitable environment <ul style="list-style-type: none"> 1. Recognize ethical issues in events planning/meeting management practices. 	10	Hospitality, Tourism, & Recreation Industry Sector Hospitality, Tourism & Recreation Pathway C1.5 C2.4 C3.1, 3.5, 3.6 C4.0, 4.1, 4.4 C7.1, 7.3 C9.0 C11.0, 11.1, 11.2, 11.3, 11.4, 11.5, 11.6	M(8-12) (13.0) G(8-12) 8.0 1.3HSS(1) H1(1) E(12) (12.1) (12.1.2) 2.1R(2.3) 2.2W(9-12)(2.3) 2.2W(11-12)(1.6)	(7)NS1.2, 1.3, 1.6, 1.7 (6)P3.5 (7)MR1.1 MR2.1, 2.3, 2.4 MR3.3 (8)R3.1 (10)WS1.2, 1.5, 1.9
<p>II. Preliminary Planning</p> <ul style="list-style-type: none"> A. Budgeting and financial management B. Site selection C. Promotion, marketing, and advertising <ul style="list-style-type: none"> 1. Use the Internet to acquire reliable information and data for and about event planning. 	20			
<p>III. Addressing Basic Needs</p> <ul style="list-style-type: none"> A. Housing B. Transportation C. Food and beverages D. Communication technology 	20			
<p>IV. Working with People</p> <ul style="list-style-type: none"> A. The Convention and Visitors Bureau B. Working with the convention services manager C. Negotiations <ul style="list-style-type: none"> 1. Demonstrate effective interpersonal communication skills. 2. Communicate clearly, coherently and convincingly, both orally and in writing 	20			
<p>V. Support Services</p> <ul style="list-style-type: none"> A. Registration procedures B. Audiovisual services C. Hospitality services D. Contracted services 	20			
<p>VI. Legal and Ethical Considerations</p> <ul style="list-style-type: none"> A. Contracts and liability B. The Americans with Disabilities Act C. Final instructions <ul style="list-style-type: none"> 1. Create and present a fully-developed proposal for an event or meeting. 	20			

Instructional Units and Competencies	Hours	Model Curr. Standards.	CA Academic Standards	CAHSEE
VII. The Big Event A. On-site communications B. On-site trouble-shooting C. Event/meeting wrap-up D. Evaluation	30			
VIII. Special Topics A. Alternative event/meeting environments B. Convention centers C. Exposition management D. Small-meeting management E. International meetings and expositions F. Technology in the meeting industry G. Professional resources	30			

10. Additional recommended/optional items

a. Articulation: None

b. Academic credit: N/A

c. Instructional strategies:

Methods of Instruction:

- a. Lecture and Discussion
- b. Demonstrations
- c. Lab projects and Analysis
- d. Small Group Collaboration
- e. Research and Reports
- f. Use of Available Audiovisual Materials
- g. Community Resources (speakers)
- h. Field Trips

d. Instructional reference materials:

Professional Meeting Management. Barbara Connell, editor. Professional Convention Management Education Foundation.

The Business of Event Planning. Judy Allen. Wiley.

Meeting and Event Planning for Dummies. Susan Friedmann. Wiley.

e. Certificates: None