EVENTS MANAGEMENT

GRADO EN COMUNICACIÓN Y MEDIOS DIGITALES

Professor: **AMANDA KELLY**
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- Academic year: 18-19
- Degree course: SECOND
- Semester: 1º
- Category: COMPULSORY
- Number of credits: 3.0
- Language: English

**PREREQUISITES**
Students should have general knowledge of communications and event management, as well as advanced writing and research skills.

**Please note:**
The following source will be used as a textbook for the class. Please be sure to acquire it before the first week of classes begins:


**SUBJECT DESCRIPTION**
WELCOME TO THE PROTOCOL AND EVENT MANAGEMENT COURSE!

How do you anticipate social behavior and follow correct protocol at events? How do you organize a ceremonial function with high ranking officials from various different cultures? What if the budget is small but a client’s expectations are huge? How do you know how much wine to buy?

The Protocol and Event Management course reviews the steps necessary to plan an event from developing an idea through to its execution, bringing together the theoretical and practical applications of communications, planning and event management.

**OBJECTIVES AND SKILLS**
The Protocol and Event Management course is designed to build an understanding of the processes involved in the conceptualization, development, communication and execution of a variety of different events, while encouraging students' creativity and problem-solving skills.

It provides an introduction to the basic aspects of the general management of events and places a strong emphasis on applying knowledge to the real challenges faced by professionals working in communications and event and project management.

Students should come prepared to actively engage in class discussions and projects.

During the course, students will:
- Build the skills necessary to successfully plan, promote and execute a variety of events as part of a team
- Develop conflict resolution, decision-making and problem-solving skills
- Create budgets to ensure the efficient operation of an event
- Prepare communications tools for event planning that can be adapted and used for in a variety of contexts
- Review case studies
- Discuss implications and importance of protocol and planning
- Plan mock and real events, putting theory into practice and obtaining practical experience

METHODOLOGY
Methodology includes lectures, group activities, discussions, guest lectures, videos and experiential learning with case studies and weekly projects, readings and assignments.

Please note: The success of the class relies on active participation. Students are required to read course materials prior to attending class and to take part in discussions and activities.

<table>
<thead>
<tr>
<th>Teaching methodology</th>
<th>Weighting</th>
<th>Estimated time a student should dedicate to prepare for and participate in</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lectures</td>
<td>20.0 %</td>
<td>15 hours</td>
</tr>
<tr>
<td>Discussions</td>
<td>20.0 %</td>
<td>15 hours</td>
</tr>
<tr>
<td>Exercises</td>
<td>20.0 %</td>
<td>15 hours</td>
</tr>
<tr>
<td>Group work</td>
<td>20.0 %</td>
<td>15 hours</td>
</tr>
<tr>
<td>Other individual studying</td>
<td>20.0 %</td>
<td>15 hours</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100.0 %</td>
<td>75 hours</td>
</tr>
</tbody>
</table>
PROGRAM

SESSIONS 1 - 2

WHAT IS PROTOCOL AND EVENT MANAGEMENT?
Objective: Understand the role and scope of event management
In this class, we will:
• Introduce the course, review expectations and go over assessment and projects
• Review the “anatomy of an event” and the various models for preparing for an event
• Develop an understanding of event planning in different contexts, from private parties and celebrations, to conferences and talks, to large-scale public events
Method: Lecture / Discussion / Activity
Readings:
R.A.: “Artichoke’s Helen Marriage: how to make people say ‘yes’”, by Isabel Berwick, 3 June 2018 in Financial Times
R.A.: “Here come the groom and the groom”. by Emma Jacobs, 2 April 2013 in Financial Times (s-c)
B.C.: Special Events: Creating and Sustaining a New World for Celebration. Chapter 3: Composing the Event Plan, pp. 77–114 (Book)

SESSIONS 3 - 4

ADMINISTRATION: BUDGETS, FUNDING AND SPONSORSHIP
Objective: Know how to create an event budget
In this class, we will:
• Look at how to carefully estimate and create a budget for an event
• Determine what needs to be included in an event budget
• Explore how to research and estimate costs
• Examine the various models and tools for budgeting for an event
• Review funding options from ticket sales to sponsorship
• Prepare an event budget
• Review how to discuss a budget and finances with a client
Method: Lecture / Discussion / Activity
Readings:
B.C.: Special Events: Creating and Sustaining a New World for Celebration. Chapter 5: Sustainable Financial Leadership, pp. 139–170 (Book)

SESSIONS 5 - 6

DESIGN: CREATING AN EXPERIENCE
Objective: Explore why we crave experiences and understand how to create them
In this class, we will:
• Discuss the differences between planning an event and an experience
• Look at what are the key ingredients necessary to create a memorable experience
• Prepare an event concept plan

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Method: Lecture / Discussion / Activity

Readings:
R.A.: “The business of experience and why it’s overrated,” by Jo Ellison, 7 June 2018 in Financial Times: (s-c)
R.A.: “Don’t Confuse Engagement with User Experience,” (s-c)

SESSIONS 7 - 8

MARKETING: PROMOTING AN EVENT

Objective: Understand how to achieve maximum exposure for an event
In this class, we will:
• Share class presentations of how to promote event
• Examine the various tools for marketing for an event
• Review how demonstrating respect for protocol could affect promotion and communicaitons of different events
• Prepare an event marketing plan for presentation to class
Method: Lecture / Discussion
Readings:
B.C.: Special Events: Creating and Sustaining a New World for Celebration, Chapter 7: Marketing and Integrated Communications Technology, pp. 217–258 (Book)

SESSIONS 9 - 10

OPERATIONS: THE NITTY GRITTY

Objective: Practice the “art of negotiation” and review key elements of contracts
In this class, we will:
• Explore the strategy and tactics of successful negotiation techniques
• Analyze the key elements of a well-written contract
• Review the key elements to consider when arranging events contracts
Method: Lecture / Discussion / Group activity
Readings:
Special Events: Creating and Sustaining a New World for Celebration, Chapter 6: Vendor Partners, Contracts, and On-Site Production, pp. 171–216
B.C.: Special Events: Creating and Sustaining a New World for Celebration, Chapter 6: Vendor Partners, Contracts, and On-Site Production, pp. 171–216 (Book)

SESSIONS 11 - 12

RISK: WHAT CAN GO WRONG?

Objective: Review risk assessment and management
Anticipating risk means ensuring that if the worst happens, you’re prepared.
In this class, we will:
• Look at how to conduct a risk assessment analysis, reviewing potential health and safety factors, protocol breaches and security threats
• Develop an event check list that includes protocol and health and safety assessments, as well as legal, ethical and risk management factors
• Review how to ensure protocol is properly followed, as well as what to do should something go amiss

Method: Lecture / Discussion / Activity

Readings:
B.C.: Special Events: Creating and Sustaining a New World for Celebration, Chapter 8: Risk Management: Health and Safety, Legal, and Ethical Safeguards, pp. 259–294 (Book)
R.A.: Having More Options Can Make Us Evaluate Risk Differently (H03FR8-PDF-ENG)

SESSIONS 13 - 14

IMPACT: FROM FOOTBALL TO FESTIVALS - ANALYSIS FOR FUTURE SUCCESS

Objective: Explore the cultural and economic impact of events and review how to conduct a post-event analysis

Why do we need entertainment, events, traditions and experiences?

In this class, we will:
• Explore how and why cultural events are so important to society
• Develop ideas about how to have a long-lasting impact with an event
• Discuss the importance of evaluation and feedback
• Review how to monitor and manage performance quality
• Review end-of-event protocol (thank yous, follow ups, feedback, etc.)

Method: Lecture / Discussion / Group activity

Readings:

SESSION 15

EXAM

Based on readings and class discussions, it will consist of multiple choice and short answer questions.

Readings: None
Criteria | Percentage | Comments
---|---|---
Class Participation | 30 % | Readings, class discussions, assignments (three) and self-evaluation
Exam | 15 % | Exam
Event planning and communication | 20 % | Based on planning, communication, execution and peer evaluation
Individual work | 20 % | Four assignments
Final event review | 15 % | Final case study of event

Exam (15%): There will be one exam based on assigned reading and concepts discussed in class. The exam consists of multiple-choice, true or false, fill in the blank and short answer questions.

Class attendance and participation (30%): Students are required to attend all classes and to actively participate in class assignments and discussions. Participation is rated on the quality of student contributions: thoughtful responses and interactions that reference required reading and case studies, as well as the ability to relate discussion to wider experiences. Students will also be asked to self-evaluate.

Attendance
Students must attend at least 70% of the course in order not to fail due to poor attendance. In this class, 4 or more absences is a fail.

Attendance criteria - 15 session course

Grade | Absences
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5 | 4 absences, the maximum allowed before a student automatically fails the class
6 | 3.5 absences
7 | 3 absences
8 | 2 absences
9 | 1 absence
10 | 0 absences

Participation
Beyond simply showing up, participation in class discussions, activities and assignments is an important component of this course. Recall that listening carefully is as important a component of participation as speaking. Please be aware of your own style of participation: if you find it difficult to speak up in class, push yourself to do so. If you realize you tend to dominate discussions, make a point of listening to others.

Your participation grade at the end of the semester will be based cumulatively on your contributions over the course of the semester. Participation is graded using the criteria below, which are adapted from: [http://trc.virginia.edu/Publications/Teaching_Concerns/Spring_1996/TC_Spring_1996_Maznevski.htm](http://trc.virginia.edu/Publications/Teaching_Concerns/Spring_1996/TC_Spring_1996_Maznevski.htm). The average level of participation usually satisfies the criteria for a “7”, which would correspond to a “B”.

BIBLIOGRAPHY
REQUIRED READINGS

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**Failure of a class: Retake exam**

If a student fails a class due to poor attendance, he or she must retake the course the following academic year.

If a student has a grade below 5, he/she is entitled to a second opportunity to attempt to pass the clas and has the right to do a retake an exam.

Students who have failed the class due to attendance may not take the retake exam.

The retake exam will be in the form of a written submission, answering a series of short-answer questions based on material covered in the class.

*Important note:* The retake exam can only result in a maximum grade of 8 out of 10.

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**PROFESSOR BIO**

Professor: **AMANDA KELLY**

E-mail: akelly@faculty.ie.edu

Passionate about culture, digital media and innovation, Amanda Kelly works in the arts, communications and publishing. She has worked with digital national news publications around the world, including *El Pais* in Spain, *Global News* in Canada and *The Guardian* in Britain. Currently working as a freelance writer and journalist, as well as a consultant with Pickles PR, she has recently collaborated on projects with art institutions such as ARCOMadrid, the Biennale di Venezia, the National Gallery of Canada, TBA21 - Thyssen-Bornemisza Art Contemporary, The Feuerle Collection and Salzburger Kunstverein. She holds a Master’s in Art History from Cambridge University.

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**OTHER INFORMATION**

Office hours

I am available to meet with students in person for one hour per week, directly after class.

Please make an appointment by sending me an email at akelly@faculty.ie.edu.

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**CODE OF CONDUCT IN CLASS**

1. **Be on time:** Students arriving more than 5 minutes late will be marked as “Absent”.

Only students that notify in advance in writing that they will be late for a specific session may be granted an exception (at the discretion of the professor).

2. **If applicable, bring your name card and strictly follow the seating chart.** It helps faculty members and fellow students learn your names.

3. **Do not leave the room during the lecture:** Students are not allowed to leave the room during lectures. If a student leaves the room during lectures, he/she will not be allowed to re-enter and, therefore, will be marked as “Absent”.

Only students that notify that they have a special reason to leave the session early will be granted an exception (at the discretion of the professor).

4. **Do not engage in side conversation.** As a sign of respect toward the person presenting the lecture (the teacher as well as fellow students), side conversations are not allowed. If you have a question, raise your hand and ask it. It you do not want to ask it during the lecture, feel free to approach your teacher after class.

If a student is disrupting the flow of the lecture, he/she will be asked to leave the classroom and, consequently, will be marked as “Absent”.

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5. **Use your laptop for course-related purposes only.** The use of laptops during lectures must be authorized by the professor. The use of Social Media or accessing any type of content not related to the lecture is penalized. The student will be asked to leave the room and, consequently, will be marked as “Absent”.

6. **No cellular phones:** IE University implements a “Phone-free Classroom” policy and, therefore, the use of phones, tablets, etc. is forbidden inside the classroom. Failing to abide by this rule entails expulsion from the room and will be counted as one absence.

7. **Escalation policy: 1/3/5.** Items 4, 5, and 6 above entail expulsion from the classroom and the consequent marking of the student as “Absent.” IE University implements an “escalation policy”: The first time a student is asked to leave the room for disciplinary reasons (as per items 4, 5, and 6 above), the student will incur one absence, the second time it will count as three absences, and from the third time onward, any expulsion from the classroom due to disciplinary issues will entail 5 absences.