Events have become popular vehicles for economic development and urban regeneration but they also contribute to and reflect wider changes in society and culture. The events ‘industry’ has become so large that it has prompted some to suggest that the field of events management should be a discipline in its own right. This module has more modest intentions in so far as it aims to deepen the students’ understanding of the principles and practices of managing events as well as assessing their impacts on economy, society, culture and the environment. Events are short-term organisational phenomena, bounded in time and space that often feature regularly in the calendar. Although temporary, they are run by highly trained professionals operating in complex business networks. By the end of the module, you will be aware of the major concepts of event management as well as the issues surrounding the application of principles in practice.

**INTENDED LEARNING OUTCOMES (ILOs)**

*On successful completion of this module, students should be able to:*

**Module-specific skills**

1. demonstrate in oral and written settings understanding of the different approaches to, and dimensions of, organising and managing events in different settings
2. apply in writing different approaches and methods for evaluating event impacts
3. communicate effectively in writing and oral presentations, the issues associated with translating principles of event management into practice

**Discipline-specific skills**

4. relate in writing and verbally debates about (event) management to wider trends in economy, society and culture, including the changing role of (consumer) services and the creative industries within them
5. connect the practitioner and academic worlds vital to the business of event management in the presentation of theory, concept and evidence

**Personal and Key skills**

6. synthesize, present and summarize a range of data, evidence and arguments in writing for academic and practitioner audiences
7. work autonomously alone and within a team to deliver a verbal presentation in terms of time management, working to deadlines, and utilising a variety of sources
8. demonstrate appropriate and innovative use of ICT and IT
public sector will be invited in order to augment student learning with ‘live’ practitioner perspectives.

- The purposes of the event critique is to act as a first summative assessment of the understanding of core ideas (ILOs: 1, 2, 3, 4), in particular through the medium of a synthesized and sustained narrative (ILO 6). The students will be presented with up to three concept documents from different types of events held in the UK. The students will be asked to write a criticism of one of the events. In short, the purpose of the assessment is to test the extent to which they can apply analytical approaches developed in the module in order to assess how and why real events follow principle in practice.

- The module will be completed by a practical exercise as the second summative assessment and this will be divided into two sub-components. The students will be divided into groups (indicatively 5-6 students) and the groups will be asked to compile a detailed marketing and communications plan for a hypothetical event. Each student will be tasked with compiling a particular part of the plan from a standard template. The groups will be expected to make a short (20 minute) verbal presentation of their plan (collectively as a team). A mark (50% of module) will be made for the performance of the group (ILO 7, 8). Each student will be responsible for a discrete component of the bid which will be submitted as a whole at the end of the verbal presentation.

- Formative tutorial support will be provided in two sets of directed sessions to consolidate the learning outcomes: the first will deal with approaches to event evaluation and appraisal; and the second will nurture the identification and application of good and best practice in devising marketing and communications plans. The tutor will also provide a regular weekly surgery in an office hour for ad hoc queries. This time may be booked by email.

ASSIGNMENTS & ASSESSMENTS

<table>
<thead>
<tr>
<th>Formative or % Contribution:</th>
<th>Form of Assessment:</th>
<th>Size of the assessment e.g. duration / length</th>
<th>ILOs assessed by this assessment:</th>
<th>Feedback method:</th>
</tr>
</thead>
<tbody>
<tr>
<td>50%</td>
<td>Individual Event Critique</td>
<td>2250 words</td>
<td>ILOs 1-4 &amp; 6</td>
<td>Written Feedback</td>
</tr>
<tr>
<td>50%</td>
<td>Presentation 50% Group presentation (7-8 students) comprising per student input of c.2000 words or equivalent</td>
<td>2000 words</td>
<td>ILOs 3,4,5,7,8</td>
<td>Written Feedback</td>
</tr>
</tbody>
</table>

SYLLABUS PLAN

Principles of Event Management
1. The Industry
2. Impacts: TPL
3. Stakeholders
4. The EMP

Practices of Event Management
5. Site & Production Management
6. H&S Management
7. Project Management
8. Marketing
9. Sponsorship
10. The Creative Process

Practitioner’s Viewpoint
11. Presenting your event to stakeholders

INDICATIVE LEARNING RESOURCES
- D.G. Conway (2009) The Event Manager’s Bible: The complete guide to planning and organising a
voluntary or public event, revised and updated third edition, Oxford: How To Books Ltd


**DATE OF LAST REVISION** | 15/08/2011 PB