

H8EMTP: Event Management Planning

Module Code:	H8EMTP
Long Title	Event Management Planning APPROVED
Title	Event Management Planning
Module Level:	LEVEL 8
EQF Level:	6
EHEA Level:	First Cycle
Credits:	5
Module Coordinator:	JONATHAN BRITTAI
Module Author:	JONATHAN BRITTAI
Departments:	
Specifications of the qualifications and experience required of staff	
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
#	Learning Outcome Description
LO1	Generate and evaluate a range of alternative ideas and activities to determine a feasible event proposal.
LO2	Research, explain, critique and examine elements that contribute to the event proposal.
LO3	Design and prepare a feasible, formal event submission proposal.
LO4	Present an Event Bid which aims to sell, persuade and win support from potential sponsors.
LO5	Work together as a team to prepare, present, sell and defend an event proposal.
Dependencies	
Module Recommendations	
No recommendations listed	
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	

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Module Content & Assessment			
Indicative Content			
Introduction to the Module and Event Management • Module content, outcomes, purpose, and assessment • Defining Event Management and an “Event” • The challenge of Event Management • The Events Management industry • The role of the Event Manager			
Managing the Event Project • The scope of the project • Outline of project requirements, including HR, Venue, Infrastructure, Regulation, Safety and Security • Constraints and risks to the event project • The event project's objective(s) • The Event Project Work Plan • Idea generation • Event design, concept and theme			
Event Finance • Costing and pricing • Forecasting and budgeting • Fundamental financial analysis • Preparation of fundamental financial statements			
Event Marketing • Identification of the target audience • Establishing demand for the event • Applying the Marketing Mix to the event • Preparation of a Marketing Plan			
Event Proposals and Bids • Interpreting the Event Brief • Preparing the formal Event Submission • Presenting and Selling the Event Bid			
Assessment Breakdown			%
Coursework			100.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Presentation 1	% of total:	10
Assessment Date:	n/a	Outcome addressed:	1,2,3,4,5
Non-Marked:	No		
Assessment Description: Preview Bid Presentation. Students will be required to develop a bid / plan for a proposed event in response to a given brief. The expectation is that the event being proposed and planned would be realised and delivered the following semester in conjunction with the Event Management module. Consequently, the modules: 1. Event Management Planning and, 2. Event Management, are a combined package to be studied. However, only those event bids that are deemed to have potential will be allowed to progress to the Event Management module and be put into practice.			
Assessment Type:	Presentation 2	% of total:	50
Assessment Date:	n/a	Outcome addressed:	1,2,3,4,5
Non-Marked:	No		
Assessment Description: Event Bid Presentation. A “Dragon's Den” scenario is envisaged, whereby students will need to ‘sell’ their event bid to a panel. The intention is that the panel would include some / all of the following: the module lecturer; NCI President; Head of School; NCI Student Union President; any other relevant faculty (e.g. marketing lecturer, etc.), plus external Industry representatives. Events will require funding, and reflecting a ‘real world’ event bidding process, student proposals will be in competition with each other to sell their event bid and secure funding for it. The aim would be for industry representatives and NCI to sponsor successful bids.			
Assessment Type:	Proposal (0250)	% of total:	40
Assessment Date:	n/a	Outcome addressed:	1,2,3,4,5
Non-Marked:	No		
Assessment Description: A written hard copy of the event bid will be required for submission			
No End of Module Assessment			
No Workplace Assessment			
Reassessment Requirement			
Coursework Only <i>This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.</i>			

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Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Practical	No Description	3	Every Week	3.00
Independent Learning	No Description	7.5	Every Week	7.50
Total Weekly Contact Hours				3.00

Module Resources	
<i>Recommended Book Resources</i>	
Bladen, C., Kennell, J., Abson, E., and Wilde, N.,. (2012), Events Management: An Introduction, Routledge., London.	
<i>Supplementary Book Resources</i>	
<p>Ferdinand, N. and Kitchin, P.J.. (2012), Events Management: An International Approach, Sage, London.</p> <p>Fox, D., Gouthro, M.B., Morakabati,Y., and Brackstone, J.. (2014), Doing Events Research: From Theory to Practice, Routledge, London.</p> <p>Getz, D.. (2012), Event Studies: Theory, Research and Policy for Planned Events, 2nd ed.. Routledge, London.</p> <p>Lindsey, K.. (2011), Planning and Managing a Corporate Event, How To Books, Oxford.</p> <p>Raj, R., Walters, P., and Rashid, T.. (2013), Events Management: Principles and Practice,, 2nd ed.. Sage, London.</p> <p>Van Der Wagen, L., and White, L.. (2010), Events Management: For Tourism, Cultural, Business and Sporting Events, Pearson, New South Wales, Australia.</p>	
<i>This module does not have any article/paper resources</i>	
<i>This module does not have any other resources</i>	
Discussion Note:	