

## H8EVP: Event Management

Module Code:	H8EVP	
Long Title	Event Management <b>APPROVED</b>	
Title	Event Management	
Module Level:	LEVEL 8	
EQF Level:	6	
EHEA Level:	First Cycle	
Credits:	5	
Module Coordinator:	JONATHAN BRITTAIN	
Module Author:	JONATHAN BRITTAIN	
Departments:		
Specifications of the qualifications and experience required of staff		
Learning Outcomes		
On successful completion of this module the learner will be able to:		
#	Learning Outcome Description	
LO1	Organise and manage resources to facilitate the delivery of an Event.	
LO2	Select and conduct appropriate activities to create demand and promote the Event.	
LO3	Schedule, monitor and report progress on activities that will contribute toward the Event.	
LO4	Conduct a post-Event Evaluation that reviews and reflects on the outcomes and delivery of the Event and its preparation.	
LO5	Reflect on their own intrapersonal competencies, as well as the interpersonal competencies of the team performance, examine learning from the experience, and propose opportunities for further development.	
Dependencies		
Module Recommendations		
20676	H8EMTP	Event Management Planning
Co-requisite Modules		
No Co-requisite modules listed		
Entry requirements		

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Module Content & Assessment			
<b>Indicative Content</b>			
<b>Review the Event Plan</b> • Review and assess the proposed Event Plan following panel feedback • Revisions and amendments to the Event Plan • Update the Event Plan			
<b>Event Operations and Logistics</b> • Key areas of managing event operations • Action plans, scheduling tools, checklists • Events manual / logistics planning folder / benchmark schedule / itinerary • Teamwork for the event • Communications: including meetings, minutes & reporting, staff briefings • "On the day" considerations			
<b>Event Shut-down</b> • The Event Shut-Down Process o Incident reporting o Marketing and promotion o Final financial controls o Gather feedback o Wash-up			
<b>Evaluating the Event</b> • Fundamental questions in event evaluation: o Why evaluate? o What to evaluate? o What is the event worth? • Applying models and methods to evaluate the outcomes of the event • Steps in conducting an event evaluation • Framework and formulation of an Event Evaluation Report • Analysing the impact of the event from differing perspectives • Review and examine the learning that has taken place from: o Managing the event; o An Individual perspective; o A team perspective; o Customer / Client / Participant; o What's been learned for the next event?			
<b>Assessment Breakdown</b>			<b>%</b>
Coursework			100.00%
<b>Assessments</b>			
<b>Full Time</b>			
<b>Coursework</b>			
<b>Assessment Type:</b>	Proposal (0250)	<b>% of total:</b>	10
<b>Assessment Date:</b>	n/a	<b>Outcome addressed:</b>	1,2,3,4,5
<b>Non-Marked:</b>	No		
<b>Assessment Description:</b> The assessment for the module is a progression from the Event Management Planning module. The first element in the assessment will be to review team's Event Proposal in light of the feedback from the panel			
<b>Assessment Type:</b>	Portfolio	<b>% of total:</b>	40
<b>Assessment Date:</b>	n/a	<b>Outcome addressed:</b>	1,2,3,4,5
<b>Non-Marked:</b>	No		
<b>Assessment Description:</b> Portfolio of Event - Planning & Scheduling. Students will be assessed on their organisation for the Event and will be required to produce evidence of action planning, scheduling and conducting key activities for the Event			
<b>Assessment Type:</b>	Practical	<b>% of total:</b>	25
<b>Assessment Date:</b>	n/a	<b>Outcome addressed:</b>	1,2,3,4,5
<b>Non-Marked:</b>	No		
<b>Assessment Description:</b> Delivery of the Event - Marks will be awarded for the actual physical delivery of the Event			
<b>Assessment Type:</b>	Evaluation	<b>% of total:</b>	25
<b>Assessment Date:</b>	n/a	<b>Outcome addressed:</b>	1,2,3,4,5
<b>Non-Marked:</b>	No		
<b>Assessment Description:</b> Post Event Evaluation - An Evaluation Report must be submitted, and possibly presented, after the Event. Unless there are wholly exceptional circumstances which are deemed to be beyond the control of the student team, teams not being able to deliver an actual event will be capped at 40%.			
No End of Module Assessment			
No Workplace Assessment			
<b>Reassessment Requirement</b>			
<b>Coursework Only</b>			
This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.			

## H8EVP: Event Management

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,Oxford: How To Books., 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 Australia., New South Wales.</p>	
<i>This module does not have any article/paper resources</i>	
<i>This module does not have any other resources</i>	
Discussion Note:	