**San José State University**

# Department of Hospitality, Tourism & Event Management HSPM 130 Hospitality Event Production Spring 2019

## Course and Contact Information

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| Instructor: | Caterina Vaticano |
| Office Location: | MH407 |
| Telephone: | 408-924-3000, leave Message |
| Email: | caterina.vaticano@sjsu.edu |
| Office Hours: | Tuesdays, 5 pm – 5:30 pm or by appointment |
| Class Days/Time: | (Tuesdays – 6:00 pm – 8:45 |
| Classroom: | Sweeney 12 |
|  |  |

## Course Format

## Lecture and heavy class participation, including, sharing of ideas and group discussion. Both are vital for this class to be productive. At all times, you are expected to be engaged and ready to discuss material being covered.

## You will make several short presentations throughout the entire semester.

Building on your leadership and people skills will be heavily covered since this is a key trait needed to be successful in this industry.

**Computer Use in Class**:

## A new policy within the entire Hospitality, Tourism and Event Management department forbids use of computer, tablets, or cell phones during class presentations.

## Course Description

## Planning and execution of a hospitality event. Topics include strategic planning, event design, event project management, event related technology, financial management, human resources, event marketing, and on-site management.

## Course Goals

In addition to learning how to plan and execute an event, heavy emphasis will be placed on community engagement, leadership and confidence training. Learning how to build trust and rapport with others will be at the forefront of each lesson.

### Course Learning Outcomes (CLO)

**Upon successful completion of this course, students will be able to:**

1. Learn how to successfully work with a potential client, vendors, venue onsite staff and a team, including volunteers.
2. Construct and present a proposal for a special event.
3. Create a timeline and run of show needed for producing an event and facilitate meetings successfully.
4. Develop your confidence, speaking, leadership and planning skills and seamlessly facilitate a range of meetings.

### Textbook

*None required.*

### Other Readings

*Will be provided during the semester*

### Other technology requirements / equipment / material

*Computer and PowerPoint Software for research outside of classroom time and building a proposal*

## Library Liaison (Optional)

Laurie Borchard, Student Success Librarian, Academic Services Liaison for Hospitality, Tourism & Event Management, Dr. Martin Luther King Jr. Library, San Jose State University. E-mail: [Laurie.borchard@sjsu.edu](mailto:Laurie.borchard@sjsu.edu). Phone: (408) 808-2083. Helpful electronic resource: URL: <http://libguides.sjsu.edu/hospitality>.

## Course Requirements and Assignments

“Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally three hours per unit per week) for instruction, preparation/studying, or course related activities, including but not limited to internships, labs, and clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus.”

### Final Examination or Evaluation

*More information to follow at a later date*

### Determination of Grades

* A statement of how grades will be determined for the course, including +/- grades if they are used.
* Extra credit options, if available.
* List of the percentage weight assigned to various class assignments.
* Penalty (if any) for late or missed work.

**Grading Scale**

|  |  |  |
| --- | --- | --- |
| A plus = 100% to 97% | A = 96% to 93% | A minus = 92% to 90% |
| B plus = 89% to 87% | B = 86% to 83% | B minus = 82% to 80% |
| C plus = 79% to 77% | C = 76% to 73% | C minus = 72% to 70% |
| D plus = 69% to 67% | D = 66% to 63% | D minus = 62% to 60% |
| F = 59% to 0% Unsatisfactory |  |  |

## Classroom Protocol

*Participation and attendance is worth 40% of your total grade and being on time is expected.*

*No cell phone or other electronics to be used during class.*

*No special exceptions for missed assignments or quizzes.*

**Class is graded on a 3000-point system as follows:**

**Attendance, Attitude & Class Participation 40% 1200 points**

**Quizzes 10% 300 points**

**Assignments 10% 300 points**

**Class Project 20% 600 points**

**Final Exam 20% 600 points**

**NO MID TERM EXAM**

## Attendance, Attitude and Class Participation: 15 classes total at 80 points available for each class (40 points for attendance and 40 points for a positive attitude and active participation for each class.

## I strongly encourage you to attend ALL classes and be an active participant – it is the best way to truly learn a subject. Leadership and developing strong interpersonal skills is a key trait needed in this industry.

## Quizzes and Assignments – 600 points total (3 Assignments-100 points each, 6 quizzes, 50 points each)

## NOTE: Each assignment is due, in electronic form, to be turned in by the beginning of class on the date due. No late assignments accepted.

## Quizzes –

Quizzes will be based on class lectures, discussions, and information provided by guest speakers. **Quizzes cannot be made up**.

## Assignment 1 – 100 points

*Write a 1-page essay, 250 or more* *words*. *What leadership skills would you like to improve and/or develop, and how can this help you in your daily life (at school, work, family or friends)? Please identify one thing related to your personal development that you can commit to improving for yourself this semester?* ***Due 2/5***

## Purpose: Establishes an understanding of the importance of developing leadership and strong people skills which are required in the hospitality industry.

## Assignment 2 – 100 points

Write a 1-page essay, 500 or more on someone you know that you like and is influential, credible and a successful leader. Interview them. What character traits do they have that you admire? What words of wisdom do they have to share that can help you be a credible leader in your life and profession? List out at least 3 new and practical things you could try now to develop your leadership skills.

**Purpose:** Further establishes the importance of developing leadership and strong people skills which are required in the hospitality industry.

## Assignment 3- 100 points Visit and Report on one potential event venue

## Try to be creative in your selection of a possible venue – it may be a location not usually used for events, but it needs to be an indoor location. Indicate its strengths and weaknesses, and the approximate maximum and minimum attendance that could be hosted. Also indicate the sort of events the venue might work well, and those for which it would not work well. For those students who have jobs, please do not use your work venue for this assignment.

## Class Project | Event Proposal – (total 600 points) –NOTE: Proposal and Power Point must be turned in in paper form on first day of presentations regardless of scheduled presentation date.

***More information and details to follow; however here are some broad highlights about this project.***

## Purpose: To create a full proposal to produce a special event of your choosing. You will prepare both a written presentation and an oral sales pitch of your proposal. Each element of the proposal will be described and reviewed in class.

## The program may be of your choosing, provided it falls within the following criteria:

## Only one venue/space is needed

## It is recommended that yours be an inside event (balconies, terraces, adjacent gardens may be used – no parks or streets) – note, this is because outside events are much more complex to plan; if you have your heart set on an outside event, you may do one, but understand the bar you are setting for yourself is higher

## Event length is recommended to be only one afternoon or one evening; definitely not more than one weekend

## Minimum of 50 in attendance, maximum 500

## Food and beverage must be included

## There must be a “wow” factor that will encourage people to remember the event. Occasionally this may be done by the quality of food, but for this assignment, it must go beyond this and include décor, program schedule and/or content, setting, etc.

## Please, no conferences or conventions. Consumer shows are acceptable, but again, these are more complex events and we don’t cover in this class much of what you’d need to know.

## Social events are okay. Weddings, wedding receptions, anniversary parties, quinceaneras, bar/bat mitzvahs

## Fundraising for Susan G. Komen Foundation is not permitted either, as each semester there are many of these “think pink” proposals – think creative! Something new!

## Class presentation will be a SALES presentation, not an academic presentation. It is graded upon:

## Power Point Visual Presentation – (appeal, appropriateness for sales, creativity and novelty of presentation; does it adequately represent your idea in a positive way? Is it free of spelling and grammatical errors?) –

## Verbal Presentation – (professionalism, appropriateness for sales, unique or engaging styles, staying within allotted time, not focusing your gaze on the screen? Are you dressed appropriately for the presentation – this may be in dress clothes or clothes befitting the event being proposed?)

## Overall Presentation Design and Stage Setting – (is the presentation in keeping with the theme or goals for the event? Do visual and verbal complement each other, not repeat each other? Is the message compelling to advance the possibility of obtaining an event contract? If props are used, do they enhance the presentation and have a purpose?)

## Extra Credit:

## If you wish, you may submit extra credit, all of which are related to professional preparation. The three options for extra credit are: 1) Working an event; 2) Becoming an active member of a professional meeting or event planning association and attending an event 3) Meeting in person with an audio-visual technician from a venue and learning about audio visual needs for events, from staging to screens, projectors, wi-fi, etc.

## Working Events (points determined per event – please clear these efforts prior to the event to receive credit)

## Opportunities will be offered throughout the semester or may be sought out by you, but in any case, must be accompanied by signed verification of your work by a member of the event production team, and a one-page report on duties performed, lessons learned, and critique of the good and bad aspects of the event from a planner’s perspective.

## Purpose: Hands-on learning.

## Join A Professional Event Planning Association, and attend at least one local meeting

## The networking opportunities presented by professional associations is nearly essential for you to enter the industry. All the professional associations offer deeply discounted rates for students. Recommended organizations include: Meeting Professionals International (MPI); Professional Convention Management Association (PCMA); International Live Events Association (ILEA, formerly ISES); National Association of Catering and Events (NACE); International Association of Exhibitions and Events (IAEE). I’ll be glad to discuss with you which organization might best serve your professional goals prior to you joining.

## Purpose: Networking and educational opportunities in the real world.

## Meet in person with an audio-visual technician

## The audio-visual component of a business event is crucial to the professionalism and success of the event. Must be accompanied by signed verification of your meeting by the technician, and a one-page report on what you have learned and what are the common trends.

## Purpose: Specialized knowledge and education on event production

# Department of Hospitality, Tourism & Event Management

# HSPM 130 Hospitality Event Production Spring 2019, Caterina Vaticano

The instructor reserves the right to revise this tentative schedule in order to enhance the achievement of learning objectives. Any revision will be announced via CANVAS and e-mail. It is the student’s responsibility to be aware of all readings, discussions, quizzes/exam, assignments/project, and changes in course requirements.

## Course Schedule

| **Week**  ***(Optional)*** | **Date** | **Topics, Readings, Assignments, Deadlines**  ***(If appropriate, add any extra column(s) to meet your needs.)*** |
| --- | --- | --- |
| 1 | T,2/29 | Events ~ the true and real deal, class introductions, review syllabus, why leadership and top people skills is a MUST. ***Assignment #1 Write a 1-page essay, 250 or more*** ***words***. ***What leadership and people skills would you like to improve and/or develop and how can this help you in your daily life (at school, work, family or friends)? Due 2/5*** |
| 2 | T,2/5 | Introduction to the industry, event types and marketing. Different event associations, websites, and technology. Learn to build rapport, boost your confidence, ***Assignment #2 Write a 1-page essay, 500 or more on someone you know that you like and is influential, credible and a successful leader. Interview them. What character traits do they have that you admire? What words of wisdom do they have to share that can help you be a credible leader in your life and profession? List out at least 3 new and practical things you could try now to develop your leadership skills Due 2/12*** |
| 3 | T, 2/12 | ***ROLL OUT CLASS PROJECT*,** what are rfps, define and review specifications involved with events, from agenda to food, music, themes, style and colors. Cover how to talk to people during the bidding phase. Learn how to prepare and facilitate a new client meeting |
| 4 | T,2/19 | Conducting Site Visits, Room Blocks, Attrition, Contracts – About Strategy ***Assignment #3: Make an appointment with a local venue and conduct a site visit. Write a summary addressing the space.*** |
| 5 | T, 2/26 | BEOs, Food and Beverage, Staging, Pipe and Drape, Décor, Room Layout ***QUIZ*** |
| 6 | T, 3/5 | Working with vendors: Music, Lighting, Staging, Props, Transportation, Entertainment ***QUIZ*** |
| 7 | T, 3/12 | Budget management, project management, contracts, docuSign, invoicing ***QUIZ*** |
| 8 | T, 3/19 | Current Trends & Career Tracks - How to break into the Industry ***QUIZ*** |
| 9 | T, 3/26 | ***SPRING BREAK*** |
| 10 | T, 4/2 | Onsite management, staffing, creating a run of show and timeline, seamless registration ***QUIZ*** |
| 11 | T, 4/9 | Non-Profits, engage with your Community – Be aware of what’s going on? |
| 12 | T, 4/16 | Sponsorships, Fundraising, How to Find Your Tribe - Engage with your Community ***QUIZ*** |
| 13 | T, 4/23 | ***TBD – FIELD TRIP*** |
| 14 | T, 4/30 | Individual Presentations |
| 15 | T, 5/7 | Individual Presentations |
| 16 | T,5/21 | Class celebration and final exam |