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| **COURSE SYLLABUS** |

**HSPM 130 - Events Production**

**Spring Term, 2018  
Dan Cormany, PhD  
Department of Hospitality, Tourism and Event Management – SJSU**

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| **Class Time: T TH**  9 – 10:15 am | **Location:** Sweeney 120 |
| **Office Hours:**  Monday, 1:00-4:30 pm  Tuesday, Thursday, 11:30 am – 2:00 pm  I’ll be happy to meet you at other hours – just let me know what works for you & I’ll try to accommodate it | **Office:** MacQuarrie Hall 438B |
| **E-mail:** [dan.cormany@sjsu.edu](mailto:dan.cormany@sjsu.edu) *please*   1. Use this for all email to me – **don’t use canvas email** as I don’t receive them as quickly 2. *However, do turn in assignments through canvas, rather than email* |
| **Phone:** 408-924-2220 |
| **Cell:** 702-427-3130 *(please, not later than 10 pm or earlier than 10 am - remember to ID self on texts)* |

Text (recommended):

Doug Matthews: Special Event Production: The Process. Routledge, 2016. (Be sure to get the 2nd edition!)

## Course Description:

## Management and operational activities of special events.

## Course Objectives

Upon successful completion of the course students will be able to:

* Analyze the five critical stages of event management: research, design, planning, coordination, and evaluation.
* Construct a proposal for a special event.
* Conduct the planning process needed for producing an event.
* Identify potential on-site potentials and problems.
* Present proposals and plans in both oral and written form.

Class Format:

Sharing of ideas, critiques and experiences is vital for this class to be productive.

You will make a short presentation (see assignment section below), but at all times you are expected to be engaged and ready to discuss material being covered. Caution!: you will NOT receive enough information from just reviewing power points to allow you to do a decent job on assignments, so the final grade will be affected by the quality of your work, and that quality will be impacted by non-attendance.

Computer Use in Class:

From experience, I’ve learned that students using computers in class are attempting to multi-task, and I’ve not found any who do that well (nor have researchers who have studied this). When computers are used, I have consistently found myself re-covering material from class which the computer user finds necessary to ask as they were not attentive during the presentation. While I’ll be glad to answer specific questions and assist in your understanding in any way I can – I sincerely want you to grasp all information provided - I will not cover the same material a second, third, or fourth time due to lack of attentiveness. Please understand, it is unfair to ask.

You are not able to fully participate when on Facebook or doing another course’s assignment and when much of the class is doing the same thing, questions and discussions grind to a halt. If another assignment is that pressing, please elect to focus on its completion rather than come to class. You are not penalized for non-attendance – albeit you will miss the material presented.

Canvas Use:

Canvas services are used extensively in this course. All lecture notes, assignments, and examples are located on Canvas. There are also many student resources available to you under “student resource” section pertaining to special events.

Grading Scale:

97% and Above A+

93-96% A

90-92% A-

88-89% B+

83-87% B

80-82% B-

78-79% C+

70-77% C

60- 69% D

Below 60% F

*This class is based on a 2000 total points system.*

Exams: (total 350 points)

One midterm exam will be given worth 150 points and one final, worth 200 points. The exams will consist of multiple choice and true-false questions. They will be given on Canvas. No make-up exam will be given without verified excuses (e.g., university sports travel). *To replicate the real world, exams are open note. However don’t be lulled into a feeling of security by the open note/power point option!*

Assignments: (total 600 points) (not including proposal)

*NOTE: Each assignment is due,* ***in electronic form****, to be turned in by the beginning of class on the date due. Submissions are through blackboard. Late assignments will be discounted 10% of the assigned grade and may be submitted up until the last day class is held (prior to the start of finals week). After that date, late assignments will not be accepted. If you wish to redo an assignment, a second submission may be made, and provided the first submission was on time, the second one will not be docked 10%, regardless of its submission date. Additional submissions also have the same cutoff date of the last day of class.*

Assignment 1 - Identify your proposed event idea and theme. (75 points) - (form provided)

Each student will develop a special event proposal during the first half of the semester. This is the first step; to select the type of event you wish to propose. The proposal may be modified later in the semester, but for this assignment, the type of event, its approximate size, approximate time of year, and the event goals and objectives are required. Be creative!

**Purpose: Establishes project concept student will develop throughout the semester.**

Assignment 2: Visit and Report on one potential event venue. (150 points)

A few venue inspection formats will be provided, but it will need to be modified by you depending upon the sort of venue chosen. 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 for which 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.

Approach this as if you have been asked by your agency’s director to investigate and report back on a potential venue. *Paper should be done in professional business memo style*. You are encouraged to include pictures to emphasize points and capture color schemes. Spelling and grammar are important and points will be deducted for such mistakes.

**Purpose: To provide a worldly experience that is often asked of new events planners in DMC’s and other agencies. Also critical for the planning of any event, and one of the first steps in the planning process. The memo may be addressed to your boss (if you are taking the role of working at a DMC, or to a client).**

Assignment 3: Determine color scheme for event. (75 points). (form provided)

The presentations on color theory will help you determine the colors you may wish to be using for your event, as will the venue colors of the location you are choosing for your event. This is simply identifying the colors you plan to use, including their hexadecimal and RGB color code. A brief form will be provided for your use.

**Purpose: Applying color theory and demonstrating understanding of how to clearly and accurately identify colors which will be used both in the décor and with printers or web designers.**

Assignment 4: Production Schedule (day of event only) – (150 points)

This involves mapping all duties necessary during the course *of the day of the event*, placing them in a production order, determining what duties must be concluded before other duties may commence, and estimating total set-up time. Load-out (post-event) need not be included. NOTE: since this may require some graphics, it may be turned in in hard copy form.

**Purpose: This is the core of management in event planning – without the ability to plan and prioritize duties and responsibilities, there is no way to have an event run smoothly.**

Assignment 5: Hammer Theatre Tech Experience. (175 points).

After the class tours the Hammer Theatre (on 3rd Street), sign-ups will be taken for shadowing experiences at the Theatre. Each performance or rehearsal will accommodate 2 students to observe sound board operations, 2 students to observe lighting board operations, and 1 student to shadow the stage manager. Dates are: Oct. 30, Nov. 1, 2, 3, 4, 8, 9, 10 & 11, evenings. Please plan to dress in black for this assignment. Evaluations will be distributed are the students’ responsibilities to take along the evening of the shadowing, to be completed by the sound, lighting or stage manager, then returned to class. There will also be a form for student completion as an evaluation of the experience

**Purpose: Learning principles of sound, lighting, and stage management can be learned only to a small extent in the classroom. Understanding can only be gained via observing their operation.**

Event Proposal – (total 950 points) – Proposal Material (700), power point & presentation (250)*– NOTE: Proposal and Power Point must be turned in in paper form on first day of presentations regardless of scheduled presentation date.*

This is to create a proposal for the contract to produce a special event. 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 the 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 45 in attendance, maximum 2500
* Food and beverage must be included (may be served or as concession)
* ***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.*
* *No social events (Weddings, wedding receptions, anniversary parties, quinceaneras, bar/bat mitzvahs) as much of this (venue, colors, style, etc.) is determined by the group for which the event is being done, and proposals for such events are done differently.*
* *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!*

**A strong emphasis should be given to creativity**. This is worth 700 points, so obviously it is the big project of the course. *Note that this is* ***NOT*** *an academic report – this is a presentation for consideration by a client, and its format and design should reflect that*. Material to be included:

* + Proposal Cover page and overall package presentation (attractive front for proposal package) – 25 points for cover page;
  + Overall Attractiveness/Uniqueness of Proposal (proposals fight for attention; this is what sort of “wow” factor provided by your proposal &/or how it is delivered) 100 points for overall presentation professionalism, creativity, appropriateness, and quality)
  + Business cover letter – in appropriate business format, with letterhead – 50 points
  + Specifications sheet – just facts of what, where, why, when, who. Also included are a creativity clause and an expiration clause. - 25 points
  + Event Description – event details written for sales, including pictures and attention to what about the event will give it the needed “wow” factor? – 100 points
  + Food and Beverage menu selections (this will be a part of the event description in most cases, and may include menu suggestions and specialty drink suggestions) – 15 points
  + Illustration/floor plan – to scale, showing not only space but the proposed set-up within that area – 125 points
  + Investment (Budget) - This involves identifying all costs related to the proposed event, and the addition of your planning charges in one of several ways to be discussed in class. Note that this needs to be broken down in detailed fashion (i.e., a line item of “décor” is not acceptable – what items are being used to create the décor? For “lighting”? For “staffing”? etc.) Dollar figures do NOT need to be assigned, but completeness and detail of what items and services need to be accounted for is important. – 125 points
  + References (not in an academic sense, but attributing where pictures used in event proposal were obtained – a critical element in actual proposals; otherwise, it appears that the photos used to support your concept are from previous events you have done; this can become a serious legal question. All that is needed is to identify each photo with the website from which it was obtained) – 35 points.
  + Overall Program Concept (is this a “doable” event? Is there an uniqueness to it to distinguish it from other, similar events?) – 100 points - *NOTE: This is NOT a separate section of the proposal, but instead points awarded in an evaluation of how creative and practical the idea is.*

Class presentation will be worth 250 points maximum, and *it is 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?) – 100 points
  + 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?) – 100 points
  + 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?) - 50 points

Please feel free to stop by the office to see past proposal examples, to discuss your focus in events, and to use the assembled library of event books for brainstorming ideas.

Class Participation:

I strongly encourage you to attend all classes and be an active participant – it is the best way to truly learn a subject. I realize that sometimes, however, life interferes, and therefore students here are treated as adults and may make their own choices in attendance when I am teaching.

However, when there are tours, guest speakers, or other students presenting, both out of respect and courtesy for those who have prepared materials for you (with no compensation, I might emphasize), attendance will be taken on the days on the syllabus marked in tan. Ten points are awarded for each day in attendance for these nine days, with an additional 10 points to students attending all nine of these days. Therefore, total class participation points = 100.

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) Obtaining professional business cards (very important for networking), and/or 3) Becoming an active member of a professional meeting or event planning association.

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.**

Obtain Professional Business Cards (20 points)

Card to include Name, Professional Email, Preferred Telephone number(s). May also include design, logo, address, particular focus you wish to emphasize. One suggested vendor (not expensive): Vista-Print ([http://www.vistaprint.com](http://www.vistaprint.com/)) Plan ahead as this will require mail delivery to you.

**Purpose: Preparation for needed networking opportunities**

Join A Professional Event Planning Association, and attend at least one local meeting (40 points)

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. *NOTE: joining MPI or IAEE is encouraged, but rewarded with only 25 points due to the free offering being made by the school for membership.*

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

Complete Certificate in Special Events Medical Services (100 points)

This is about an 8 hour online course requiring the purchase of a book by Clay Richmond and Doug Poore. The training is not in medicine, but in calculating the need for aid stations, especially at sporting and festival events.

**Purpose: It is excellent certification for anyone wanting to go into large-scale event production as this is a major piece of risk management.**

Course Schedule

Note that several professionals in the events field have been invited to stop by and discuss their jobs or to watch the final presentations made by students in this class with a constructive critique offered to you afterward. Due to these as of yet unconfirmed guest speakers, the course schedule is subject to potential tinkering. However, dates of assignments will not change, and are due on Canvas by Midnight of the due date. 10% will be subtracted for late assignments.

***Topic focus: Green = Business Pink = Design Yellow = Logistics***

Items in red pertain to assignment deadlines, test dates, or presentation dates.

***\*P*** = This assignment should be considered a portfolio-building piece.

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| T/Th Sweeney 120 | ***Day's Topic*** |
| Th 1/25 | Introductions / Review Syllabus |
| T 1/30 | Definition of Types of Events |
| TH 2/1 | Stages in the Planning Process |
| T 2/6 | Program Ideas and Creativity |
| TH 2/8 | Events Palette, Themes and the “Wow” Factor |
| T 2/13 | Conducting Site Visits / Site Diagramming |
| TH 2/15 | Lighting and special effects |
| T 2/20 | Tour of the Hammer Theatre**\*** |
| TH 2/22 | Event Décor & Design |
| T 2/27 | San Francisco MPI Regional Conference MPI Regional Conference  *Program Concept Due* |
| TH 3/1 | Color & Décor – Brief Color Theory (Pigment) |
| T 3/6 | Identifying Colors – Pigment vs. Printing/Lighting |
| TH 3/8 | Tenting for Outside Events & other Outdoor Considerations |
| T 3/13 | **Marketing Strategy for an Event - Sheryl Spann\* - Marketer for the Hammer Theatre** |
| TH 3/15 | Food and Beverage |
| T 3/20 | Food and Beverage, Part 2 ***P - Site Inspection Due*** |
| TH 3/22 | Construction of Special Events Proposal |
| **M 3/26 – F 3/30** | Spring Break – Hooray! |
| TH 4/3 | Constructing a Power Point Sales Presentation ***Color Scheme Assignment Due*** |
| T 4/5 | Budgeting and Cash Flow |
| TH 4/8 | Critical Path Planning & Production Schedules |
| T 4/10 | Staffing Events / DMC Work |
| TH 4/12 | Risk Management |
| T 4/15 | Contracts and Legal Issues |
| TH 4/17 | Judging Success and Catch Up Day |
| T 4/20 | ***\*P*  - *Event Proposals & Power Point Sales Presentations Due*** |
| TH 4/22 | *Presentations (8)*  ***\**** |
| T 4/25 | *Presentations (8)*  ***\**** |
| TH 4/27 | *Presentations (8)*  ***\**** |
| T 4/30 | *Presentations (8)*  ***\**** |  | |
| TH 5/1 | *Presentations (8)*  ***\**** |
| T 5/8 | *Presentations (8)*  ***\*******Production Schedule for Day of Event Due*** |  |

***Final Exam – online during finals week (online)***