Foundations of Event Management

JMC/EVNT: 3154:0002
The University of Iowa
School of Journalism & Mass Communication

Instructor: Tracy Hufford

Location: CBW228

Time: 2:00-3:15 p.m. Tuesday and Thursday

Student Drop In Hours: 10:00 to 12:15 p.m. Tuesdays & Thursdays and by appointment

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E 346B Adler Journalism Building
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*Email is the best way to reach me

Course Overview:
Event planning is a growing, changing industry that allows professionals to employ their communication, marketing, social media, and project management skills. In this course we will explore the event-planning field through speakers, research, and hands-on experiences.

Prerequisite and requirements:
Students must be willing and able to put in time outside of class to volunteer at an event and visit an event site. It may be necessary to travel off campus or out of Iowa City to complete these tasks.

Text:
There is no required text. Supplementary readings and resources will be posted to ICON.

Major Assignments:
Major assignment sheets are attached at the end of this syllabus. Each assignment will be discussed in more detail in a timely manner, but here is the gist:

- **Attendance & Participation:** I will administer at least 6 unannounced attendance quizzes throughout the semester at 10 points each. (60+ points)
- **Class Project Participation:** We will plan a real-world event as a class. There will be action steps that need to be taken outside of class. Students can earn up to 25 extra points by volunteering to take on one of these tasks and successfully completing it. You will document your completion by submitting a description of your task and any relevant
tangibles to the ICON assignment. You are also responsible for sharing any tangibles and updates with our event.

- **Current Event Daily Reports**: Students can share highlights of any event they have attended or monitor BizBash Daily, an e-newsletter from an industry leader, and present a recap their assigned day. (10 points)

- **Speaker preparation and response**: You will submit a 3 paragraph bio and 3 questions for each guest speaker by the start of the class period before their visit via ICON. (5 points each)

- **Venue Visit**: Students will work in teams of 3 and arrange to visit an event venue to tour the space and speak with an event planner about the venue and their job. You will take notes and photos during your visit and present your findings as a team in a visually-appealing PowerPoint or Prezi. (50 points)

- **Event Volunteering Experience**: Each student will volunteer at a medium or large-scale event. You will observe and report on successes and failures of the event along with your role and the event's overall organization. You will describe your experience in a visually-appealing PowerPoint or Prezi. (75 points)

- **Final Event Plan**: You will identify a client in any sector you choose, communicate with the client about their event planning needs or interests, and produce a plan for an event that the client could choose to carry out. (125 points)

**Grading:**

100% A          88-89% B+        78-79% C+    68-69% D+
94-99%  A     84-87% B          74-77% C      63-67% D
90-93%  A-    80-83% B-        70-73% C-    60-62% D-

**Attendance and Participation:**

I aim to make each meeting essential and meaningful, so please plan to attend every session or risk missing out on something important. You cannot be successful in this class if you are not consistently present and prepared. Out of respect for your classmates and our schedule, please also arrive on time and stay for the entire class period. Failing to do so will impact your grade.

Students who must miss class are accountable for all material presented and assignments given during their absence. It is your responsibility to communicate with me or your classmates to see what you need to know for the next session and to turn in any work that was due during the missed class period prior to the next meeting. In-class work may not be made up.

**Participation**

In-class contribution is a significant part of your grade and an important part of our shared learning experience. Your active participation helps me to evaluate your overall performance. You can excel in this area if you come to class on time and contribute to the course by:

- Providing strong evidence of having thought through the material.
- Advancing the discussion by contributing insightful comments and questions.
- Listening attentively in class.
- Demonstrating interest in your peers' comments, questions, and presentations.
- Giving constructive feedback to your peers when appropriate.
Late Work & Early Work
As budding event planners, it's essential that you meet deadlines with no exceptions. I will accept late work only in extreme circumstances, including an utterly debilitating illness or a documented family crisis. It is important that you communicate with me as soon as possible if you feel you will miss turning in an assignment and provide adequate documentation to prove your given excuse.

On the other hand, early work is accepted and celebrated in this course. Event planners must have an excellent sense of what needs to be done when to maximize productivity and success. I'm giving you all of the course assignment details now. If you wish to begin working on your assignments and turn them in before the deadlines, be my guest. Please check in with me and let me know of your plans in case there’s anything you need to know before you dig in.

Technology in the classroom
Technology and electronic devices are prohibited from being used in our classroom unless we are actively using them in class that day.

Professionalism: Professionalism is key in event planning and is key in building a positive relationship with your client. I reserve the right to lower your final grade by up to 5 percent for each instance of unprofessional behavior. Examples of unprofessional behavior include showing up for client presentations in sweatpants, disrespectful communication with your client or teammates, arriving late or leaving class early without good cause, talking or using your electronics during class discussions, etc.

Administrative Home
The College of Liberal Arts and Sciences (CLAS) is the administrative home of this course and governs its add/drop deadlines, the second-grade-only option, and other policies. These policies vary by college (https://clas.uiowa.edu/students/handbook).

Electronic Communication
Students are responsible for official correspondences sent to their UI email address (uiowa.edu) and must use this address for all communication within UI (Operations Manual, III.15.2).

Accommodations for Disabilities
UI is committed to an educational experience that is accessible to all students. A student may request academic accommodations for a disability (such as mental health, attention, learning, vision, and physical or health-related condition) by registering with Student Disability Services (SDS). The student should then discuss accommodations with the course instructor (https://sds.studentlife.uiowa.edu/).

Nondiscrimination in the Classroom
UI is committed to making the classroom a respectful and inclusive space for all people irrespective of their gender, sexual, racial, religious or other identities. Toward this goal, students are invited to optionally share their preferred names and pronouns with their instructors.
and classmates. The University of Iowa prohibits discrimination and harassment against individuals on the basis of race, class, gender, sexual orientation, national origin, and other identity categories set forth in the University’s Human Rights policy. For more information, contact the Office of Equal Opportunity and Diversity at diversity@uiowa.edu or diversity.uiowa.edu.

**Academic Integrity**

All undergraduates enrolled in courses offered by CLAS have, in essence, agreed to the College’s [Code of Academic Honesty](https://clas.uiowa.edu/faculty/teaching-policies-resources-examination-policies). Misconduct is reported to the College, resulting in suspension or other sanctions, with sanctions communicated with the student through the UI email address.

**CLAS Final Examination Policies**

The final exam schedule for each semester is announced around the fifth week of classes; students are responsible for knowing the date, time, and place of a final exam. Students should not make travel plans until knowing this final exam information. No exams of any kind are allowed the week before finals. ([https://clas.uiowa.edu/faculty/teaching-policies-resources-examination-policies](https://clas.uiowa.edu/faculty/teaching-policies-resources-examination-policies))

**Making a Complaint**

Students with a complaint should first visit with the instructor or course supervisor and then with the departmental executive officer (DEO), also known as the Chair. Students may then bring the concern to CLAS ([https://clas.uiowa.edu/students/handbook/student-rights-responsibilities](https://clas.uiowa.edu/students/handbook/student-rights-responsibilities)).

**Understanding Sexual Harassment**

Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community must uphold the UI mission and contribute to a safe environment that enhances learning. Incidents of sexual harassment must be reported immediately. For assistance, definitions, and the full University policy, see [https://osmrc.uiowa.edu/](https://osmrc.uiowa.edu/).

**Course Objectives:**

Students in this course will gain a broad understanding of the event-panning field, especially through the lenses of law & ethics, writing & storytelling, and multiculturalism.

**Law & Ethics Learning Goal**

Understand and apply the principles and laws of freedom of speech and press in real space and cyberspace, and demonstrate an understanding of professional ethical principles and their historical development.
Students will demonstrate an ability to anticipate and recognize ethical issues when they arise and to reason through them taking multiple perspectives and contexts into account.

Students will demonstrate an ability to explain their ethical approaches and reasoning about a particular dilemma in terms that can be understood by a diverse group of people.

Writing and Storytelling Learning Goal

Understand that clear, concise, correct writing is at the heart of journalistic expression and that reporting and communicating it effectively requires a knowledge and achievement of the highest, professionally-accepted standards in all work.

Students will demonstrate the ability to gather factual story elements, and to evaluate and express them in logical, narrative forms for multiple media and audiences.

Students will display the ability to access and analyze data, report facts accurately, research and edit information responsibly and in a manner commensurate with professional standards.

Students will demonstrate the ability to apply above concepts in a manner that is sensitive to audiences across all media.

Multiculturalism Learning Goal

To demonstrate an understanding of the diversity of groups (including communities defined by gender, race, ethnicity, age, religion and sexual orientation) in a global society in relationship to communications.

Students will demonstrate an ability to produce media that serve the needs and interests of diverse communities and reflect their voices and experiences.

Students will demonstrate sensitivity to and understanding of the cultures, histories, perspectives, and socio-economic and political situations of diverse groups.

Students will demonstrate an ability to work with members of diverse groups to engage publicly over issues of community interest.
Schedule:
Week 1:
Tuesday, Jan. 15: Course and classmate introductions. Primary assignment explanations and sign up. Class project/clients introduced.

Thursday, Jan. 17: Class project/clients introduced/sign up for MCF committees

**Guest Speakers:** Jessica Egli, Events Director at The Englert Theatre and Production Manager of Mission Creek Festival and Savannah Lane, Volunteer Coordinator for Mission Creek Festival

Week 2:
Tuesday, Jan. 22: Discussion: Event Planning Qualifications, Field Overview, and Job Outlook
**DUE:** Venue Visit signup via ICON discussion board.

Thursday, Jan. 24: Discussion: Event Planning 101

Week 3:
Tuesday, Jan. 29: DUE: Event Volunteering signup via ICON discussion board.

**Guest speakers from MCF crew:** Rachel Yoder, Literature Programmer; Brian Johnannesen, Community Day Programmer and booker at Big Grove Brewery; Sarah Shonrock, Operations Director Englert Theatre

Thursday, Jan. 31: Discussion: Event timelines, and Budgets

Week 4:
Tuesday, Feb. 5: **FIELD TRIP: IMU**
Assignment reminder: Venue Visit

Thursday, Feb. 7: Discussion: Date selection, Venues, and Contracts.

Week 5:


Week 6:
Tuesday, Feb. 19: Discussion: Vendors & Catering

Wednesday, Feb. 20: 4:00- 5:30 p.m.- Event Planning Internship Fair- AJB Rotunda

Thursday: Feb. 21: Discussion: Class event and committee work

Week 7:
Tuesday, Feb. 26: Discussion: Technology

Thursday, Feb. 28: Speaker: Speaker: Connie Goldsmith- Décor, Design & Catering

**Due:** Event Plan client, goals and objectives
Week 8:
Tuesday, March 5: Discussion: Marketing & Social Media.
   MCF Check-in: Jessica and Savannah (10 -15 minutes)
Thursday, March 7: Chuck Long and Angie Peterson- Sport Event Planning
   Assignment Reminder: Event Volunteering Experience

Spring Break! Enjoy and be safe!

Week 10:
Tuesday, March 19:Discussion: Nonprofit Event Planning & Fundraising.
   Midterm course evaluations.
Thursday, March 21: Speaker: Jil Dasher- Corporate Event Planning

Week 11:
Tuesday, March 26: DUE: Event Volunteering Experience. Event Volunteering Experience
   presentations. MCF Check-in: Jessica and Savannah (10 -15 minutes)
Thursday, March 28: Event Volunteering Experience presentations.

Week 12: April 2-7 Mission Creek Festival!
Tuesday, April 2: CLASS TBD
Thursday, April 4: CLASS TBD

Week 13:
Tuesday, April 9: Discussion: Crisis Management and Legal/Ethical Elements.
   Conferences sign up.
Thursday, April 11: Guest Speaker: - Susan Brennan- Wedding and Non Profit planning

Week 14:
Tuesday, April 16: Individual Conferences.
Thursday, April 18: Individual Conferences.

Week 15:
Tuesday, April 23: Discussion: Measuring Success and Post-Event Steps.
   Assignment reminder: Final Event Plan
Thursday, April 25: End of course evaluations. Early birds present final event plans.

Week 16:
Tuesday, April 30: DUE: Final Event Plan. Final Event Plan presentations.
Thursday, May 2: Final Event Plan presentations.

Finals Week   We will not meet and we do not have a final
{PS: It’s important to be flexible! Please note that this is a tentative schedule. Unplanned opportunities and challenges may require changes. }
A successful event planner is innovative, on top of industry trends, and keeps an eye on the “competition.” To get you in the habit, I’m asking each student to sign up for BizBash Daily, a daily e-newsletter from a leading source of inspiration in the events industry. You’ll find a link at www.bizbash.com.

You each will be responsible for monitoring the newsletter for one week and will present one highlight to the class on your assigned day. A highlight can be something that you found inspiring, surprising, or even an example of something you didn’t like.

If you would rather, in lieu of using an event from BizBash, you may present about an event that you have attended. This event can be anything ranging from a wedding, birthday party, Greek event, CAB event, private events etc. You would need to provide some photos or visuals and tell us about the event. What was the event like- tell us about décor, food, activities, the venue or anything else you might want to share.

Your presentation should be brief (less than 5 minutes) and informal, but you should plan to pull up a visual to help foster understanding and discussion. You will also be prepared with at least one discussion point regarding your topic of choice.

Current event discussions will generally be at the start of our class period, so please plan to arrive a few minutes early on your day to set up.

There is a sign up (Google doc) for the class date that you wish to present your event report under the discussions tab (2-3 students/class period). If you need to switch your date, please do so on our class Google document.
Class Project participation
25 points

We will put course concepts into practice by planning and pulling off an actual event as a class. To do so will require several action steps outside of class. Students will sign up to take responsibility for an action step. You will submit the results/evidence of your work to the ICON assignment page to earn up to 25 points. Students will be responsible for meeting individual deadlines on these action steps. Failure to complete your action step in a timely, thorough, or professional manner will result in a lower grade.

Event: Mission Creek Festival  April 2-7, 2019
Client: Jessica Egli

MCF Volunteer Committees

Leadership Committee - 5-6 students

The students in the Leadership Committee will each be assigned to one of the committees below. They are responsible for creating project timelines, recording work done by their committee that is consistent among all leadership committee members and reporting back to the MCF Production Manager (PM) and Volunteer Coordinator (VC). They will attend occasional production meetings with the PM and VC to discuss where they are with current projects and identify roadblocks and action items for the following weeks. During the festival they will lead their teams through the work they’ve spent the semester planning and preparing for.

Guest Speaker - Jessica Egli, MCF Production Manager

Hospitality Committee - 6 students

The students in the Hospitality Committee will be responsible for artist hospitality during the festival. Hospitality includes food, beverage, space, and other general items of comfort. This committee will get first hand experience with artist contracts and hospitality riders and learn about the festival budgeting process. They will research alternative green room locations for artists performing in venues without green rooms as well as brainstorming hospitality items outside the artist riders to provide as a courtesy, considering partnerships with downtown businesses we could create to get donated goods. During the festival they will shop for and deliver hospitality items and ensure artists are comfortable and properly welcomed.

Guest Speaker - Savannah Lane, MCF Volunteer Coordinator
**Merchandise Committee - 6 students**

The students in the Merchandise Committee will handle merchandise sales needs for musical artists during the festival. They will get first hand experience reading artist contracts and offer letters. Students in this committee will also study each performer’s recording history and absorb their material to gain a comprehensive knowledge of their work (in other words - listening to music) in order to provide the best possible sales service for the artists and festival attendees.

**Guest Speaker - Brandon Luong, SCOPE Finance Coordinator (TBD)**

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**Literature Committee - 8-9 students**

**Sub-committees**
- General Literature events - 3-4 students
- Lit Walk readings - 5 students

Students in the Literature committees will research all of the writers coming to participate in the literature wing of the festival. They will choose between one or two writers to focus on and read their most recent work and/or the work that put them on the map. A focus of each literature committee will be to investigate and discover ways to reel in people who may not be drawn to literature.

Students on the general committee will look for connections between writers and musicians coming to the festival in order to establish reasons that fans of certain musicians would be interested in one or more of the participating writers. During the festival they will help with set-up for the panel discussions and the book fair. Students will attend each lit event and arrive early to assist the festival lit curator, Rachel Yoder and her assistant with anything else they may need. They will count attendance at each event and report their numbers to the Attendance Committee.

Students in the Lit Walk committee will be the point person at each lit walk location. They will arrive with microphones and mini-speakers provided by the Englert theatre as well as introductions and writer bios to give to whoever is making introductions at each Lit Walk venue. They will organize the path of the microphones to venues that need them. They will also count attendance at each of the venues and report their numbers to the Attendance Committee. Another assignment will be to curate different experiences for festival goers based on the different writing styles of the Lit Walk participants.

**Guest Speaker - Rachel Yoder, MCF Literary Programmer**
Community Committee - 8-10 students
  4-5 dedicated to Big Grove
  4-5 dedicated to ICE CREAM: The Zine Fair, the Underground Showcase, and any other Community Day events

Students in the Community Committee will assist with the operations of all community events. All committee members will study the festival and learn all about what Community Day is as well as research one or two participants and listen to or read their most recent/relevant work. Students will also curate different experiences for festival goers based on the different kinds of events offered through Community Day.

Students working at Big Grove will help with loading and unloading equipment, selling merchandise, and counting attendance. They will want to collaborate with the Merchandise Committee to ensure they have the proper paperwork for counting inventory and handling money. Their point person will be festival programmer and Big Grove booking agent, Brian Johannesen.

Students working ICE CREAM will help artists load-in to Public Space One and get setup in their display booths. They will assist curator Dave Dugan. They will also help direct patrons to specific booths as well as other events around the festival. Interested students should enjoy comic books and zine writers.

Students working the Underground Showcase will help with loading and unloading of music equipment as well as counting attendance to report to the attendance committee. Students should have an interest in punk and other underground music.

Guest Speaker - Brian Johannesen, MCF Community Day Programmer

Attendance Committee - 4 students

Students in the Attendance Committee will be in charge of recording and submitting attendance numbers at each of the free/non-ticketed festival events. These include all literature events, community day events, and anything held at the Iowa City Public Library. Students will tour venues to design best counting practices for each venue, and follow the festival to make predictions about how well they think certain events will be attended based on how well they’re marketed by the festival and artists’ own online presences. They will complete a spreadsheet recording all attendance numbers they gather and other statistics such as what percentage of festival-goers attended per venue, per wing of the festival, etc.

Guest Speaker: Sarah Shonrock, Englert Operations Director (TBD)
For All:

In addition to the tasks assigned to your specific committee, each student should study the website and learn as much as possible about the festival in order to know enough by festival time to be able to answer patron questions - where a performance is taking place, who is opening for who, what kind of music each artist performs, details about the literary participants and community events.

To consider: A festival is a living, breathing organism. It's ever evolving and adapting to its surroundings and circumstances. Please keep an open mind and be flexible with the possibility of volunteer needs changing and shifts being adjusted all the way through the festival.

Each student will sign a confidentiality agreement as they will be privy to some knowledge that is not to be made public.
Speaker Preparation
5 points each

We are lucky to have some interesting, successful event planners join us for in-depth conversations about their work. To help our guests know that we are engaged, and to make the most out of their visits, you should conduct a little research on each person and their work in advance.

Based on that research, please submit to ICON a 3+ paragraph summary of the speaker’s bio and pertinent details about their occupation/place of work along with at least 3 questions you’d like to ask the speakers.

I will likely browse through the submissions and let our speakers know about the topics you would most like them to cover.

You should plan to ask one of your questions if there’s a lull or an appropriate time. There’s nothing I hate more than crickets when a speaker is willing to answer questions.

Speaker Preparations are due by the start of the class period before the speaker’s visit. Example: If the speaker is coming on a Thursday, the assignment is due by class time Tuesday of that week.

Speaker dates:

Jan. 17- Class Client- Jessica Egli- Englert Theater

  : Connie Goldsmith- Avacentre- Solon

  : Angie Peterson, Children’s Therapy Center, Chuck Long, Iowa Sports Foundation

  : Jil Dasher, Iowa City   HPN Global

  : Sara Maples, Office of Sustainability

  : Amanda Burrell, White Ivy Events, Iowa City
Venue Visit Assignment  
Due Feb.12  
50 Points

At the start of our course, you should have signed up to visit one of several local venues in teams of 3 or opted to go solo and visit a venue in your hometown. You may also choose to go to the venue that you plan on using for your Final Event Plan! You must sign up for a venue by January 22 on our class google doc, found under our discussion tab.

**Step 1:** Contact the venue to schedule a visit. Depending on the type of venue you chose, you might reach out to a catering manager, event supervisor, etc. Please note: there will be no extensions or venue switches allowed for this assignment unless you let me know by the end of Week 2 of our course that there is a scheduling problem with your assigned venue.

**Step 2:** Tour the venue to learn about how it plans and executes its events.

**This is the information you need to seek out:**

- Types of events the venue hosts
- Examples of annual or typical events
- Examples of outliers or unusual events
- How are events planned at the venue - DETAILS:
  - What do guests planning events at this venue need to know:
    - setup, tear down, steps to book the venue, who can cater there, rental prices of facility, chairs, tables and other venue items, other venue fees, rental contract, policies/rules, and who is your contact at the venue.

  **Ask for:**
  - copies of contracts
  - checklists
  - any other pertinent documents related to events in the venue.

  **Ask about the person giving you the tour**
  - what is his or her title
  - what are his or her responsibilities
  - What does he or she like and dislike about the job

  **Ask your own questions as well. What do you want to know?**

**Step 3:** Take photos on your tour and locate supplementary visuals online or through your host.

**Step 4:** Organize your findings into a PowerPoint or Prezi and submit your presentation file and additional notes via ICON. As time permits, all students will share their presentations with the class on Feb.12 and 14.
Event Volunteering Experience
Due March 26
75 Points

**Step 1:** Identify an event you would like to volunteer at. To qualify, the event should draw at least 50 people (or ask the instructor for special permission for smaller events). You can find events by searching community and university calendars.

**Step 2:** Post to the ICON discussion board by January 22 the event you plan to volunteer with. If more than 4 other students have already posted about your event, you need to choose a different one.

**Step 3:** Be in touch with event organizers letting them know you would like to volunteer. Follow their instructions for how to carry out that goal. You should dedicate some time in advance of the event for planning (if possible) and at least 3 hours carrying out the event.

**Step 4:** As you are completing your volunteering duties, take notes on the following:

- How the event is organized. Who is in charge? How did this event come to be?
- How do event managers communicate with volunteers?
- How do guests learn the details they need to know?

What choices do you see the event managers making:

- Venue – why was this venue selected?
- Vendors- who was there and why were they selected?
- Décor- what was the theme or decorations at the event?
- Marketing –How was the event promoted?
- Technology- What was used at the event?
- Activities- What was there to do at the event? Why did they choose the activities they did?

How are guests responding to the event? Interview a few guests and get their reaction.

How are event managers handling the stresses of carrying out an event?

What recommendations would you make for improving the event in the future?

**Step 5:** Take photos of the event and gather supplementary photos online.

**Step 6:** Organize your findings into a PowerPoint, Canva, or Prezi and submit your presentation file and additional notes via ICON. As time permits, all students will share their presentations with the class on March 26 and 28.
Final Event Plan  
Due April 30  
125 Points

Throughout the semester we’ve been talking about the elements of an event plan and planning a hypothetical event as a group. This is your chance to call all the shots! Identify a client in any sector you choose, communicate with the client about their event planning needs or interests, and produce a plan for an event that the client could choose to carry out. As time permits, students will present their plans to the class on April 30 and May 2.  Due: Feb. 28: You will turn in a one page Word document with a description of the event you have chosen to plan, your client’s name and bio, event goals and objectives.

Grading:  
You will be graded based on incorporation of course content and ideas, professionalism, attention to detail, evidence of research, potential for event plans to be implemented, as well as spelling, grammar, and organization.

Client & Event Parameters:  
1) You should not be currently affiliated with the client—no planning something for an organization or business where you already have insider knowledge and access.  
2) The event you plan should require in-depth thinking and research to allow you to gain meaningful experience. Choose an event of appropriate scope. A brownbag lunch for 10 people is too simple. A week-long international conference with 10 locations is too complicated.  
3) This should be a new event, not a revamping of an existing event.

Details:  
Your ICON submission should be in one Word document and a Powerpoint/Prezi/Canva with an embedded spreadsheet and links to external components on Trello and Pinterest. Be sure your settings allow me to access your work, or, if you’d rather, invite me to join your boards privately. Please also include screenshots of your boards as a backup method to provide me access to your work. This written report should be specific, in depth and a go-to document to actually make this event happen. It should include:

1) Background information on the client.  
2) Notes/bullet points from your client interview about event goals and preferences.  
3) Information about competitors’ events or similar events.  
4) Specific event plans including:  
   a. Venue  
      i. A description of where the event should take place and why.  
         1. Contact information for venue representatives (who has the keys?)  
         2. Details for guests about parking, restrooms, whatever else they’ll need to know.  
      ii. Two alternative sites in case your client prefers other options.  
      iii. If you’re planning an outdoor event, a back-up plan for inclement weather.  
   b. Guests  
      i. Who is the target audience for this event?  
      ii. How many people are you planning for and how did you arrive at that number?
c. Vendors
   i. Who will provide food, decorations, staffing, entertainment, etc.?
   ii. What specifics can you share with each vendor?
      1. Proposed menu.
      2. Decoration vision.
      3. Space set up.
      4. Staffing needs/tasks.

d. Activities (PINTEREST, TRELLO)
   i. What will happen at your event?
   ii. What is your proposed schedule of activities at the event?

e. Estimated costs (GOOGLE DOC or Excel spreadsheet embedded into your Word Doc, please).
   i. This should be as detailed and accurate as possible.
   ii. Include options for shaving costs whenever possible, to allow flexibility.

f. Your plans for promoting the event.
   i. How will you reach out to potential guests?
   ii. How will you collect RSVP information (if relevant)?

g. Social Media component
   i. What role will social media play leading up to your event?
   ii. How will social media be incorporated in your event?
   iii. Post-event?

h. Sustainability details.
   i. What will be the environmental impact of the event?
   ii. What ideas do you have to minimize that impact?

i. Crisis Management
   i. What crises can you anticipate?
   ii. How will you prepare to prevent and face these anticipated crises?

j. Plans for measuring the event’s success.

k. A timeline with task list for implementing the event. (TRELLO)

l. Any other details pertinent to your specific event.

External Components:

1) Trello: Please provide links to two Trello boards.
   a. Detailed task list for planning the event.
   b. Detailed task list for the day of the event.
   c. To ensure that I can see your board, please set it to public, invite me to join the board, AND attach to your assignment submission a screen shot of your boards.

2) Pinterest: Please create a vision board to gather ideas and specific examples. If you do not wish to make your board public, you must invite me to join the board. Please also submit a screenshot of the board with your assignment.
   a. Venue
   b. Menu
   c. Décor
   d. Entertainment
   e. Activities
   f. Etc.
Day 1 Survey

Name:

How is your name pronounced?

Major:

Have you signed up to earn or are you planning to earn your Certificate in Event Planning?

Hometown:

Hobbies:

Reasons for taking this course:

Is there anything else you’d like me to know about you?