Instructor: Heather Spangler  
The University of Iowa  
School of Journalism & Mass Communication

Location: 215 EPB

Time: 2 to 3:15 p.m. Tuesdays & Thursdays

Contact:  
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Office: E346 AJB  
*Email is the best way to reach me.

Office Hours: 3:30 to 5 p.m. Tuesdays & Thursdays and by appointment.

Course Overview: Fashion event planners use the same toolkit as event planners in other industries, but have many opportunities and challenges specific to the fashion world. In this class we will discuss the most common types of fashion events, we'll participate in and plan real-life fashion events through community partnerships, and will meet with industry professionals to learn about their work.

Learning Goals:

The following learning goals and objectives will be reinforced in this course.

1. 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.

Learning Objective 3. 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.

Learning Objective 4. 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.

2. Media Literacy Learning Goal
Understand the principles of media literacy and develop the skills necessary to access, analyze, evaluate, and create media messages across multiple media domains.

Learning Objective 2. Students will develop critical thinking skills to analyze and interpret media messages through an understanding of media practices and institutions.

Learning Objective 3. Students will learn how to create and disseminate media messages in various forms.

3. 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.

Learning Objective 2. 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.

Learning Objective 4. Students will demonstrate the ability to apply above concepts in a manner that is sensitive to audiences across all media.

4. 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.

Learning Objective 1: Students will demonstrate an ability to produce media that serve the needs and interests of diverse communities and reflect their voices and experiences.

Learning Objective 2: Students will demonstrate sensitivity to and understanding of the cultures, histories, perspectives, and socio-economic and political situations of diverse groups.

Learning Objective 3: Students will demonstrate an ability to work with members of diverse groups to engage publicly over issues of community interest.
Readings:
Supplementary readings and resources will be posted to our course site.

Prerequisite and requirements:
Students must be willing and able to put in time outside of class to carry out and participate in events. If a reasonable accommodation is necessary, it is the student's responsibility to communicate the need and make a plan in advance.

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:** Your presence, participation, and professionalism are essential to your success in this classroom and in the event planning field. At two points throughout the semester you will submit a self-evaluation about your performance in these three areas worth up to 15 points. I also reserve the right to conduct unannounced attendance quizzes for up to 5 points each at any point during the semester. Missed attendance quizzes cannot be made up for any reason and will not be accepted more than 24 hours late. (30+ points)

- **Individual Updates:** At multiple points throughout the semester, teams will present plans and updates to the class and/or client. While not every member of the team will likely present each time, each member will submit via ICON a written update detailing tasks completed, tasks to do before the next update, and overall feedback about the team planning process. An absence on a client visit day is grounds for up to 5 points off your update score. (10 points each)

- **Fashion Event Exemplar Presentations:** Each student will sign up to identify and present a real-world example of a fashion event. (50 points)

- **Volunteering & Analysis:** Students will contribute to Walk It Out Multicultural Fashion Show and the FlyOver Fashion Fest by volunteering before, during or after the event. Students will reflect on the event and their contributions in these reports. (50 points for Walk It Out, 65 for FlyOver)

- **Class Project Contribution:** Each student will contribute in a significant way to a class project to design and carry out a real-world fashion event. (100 points)

- **Final Report:** You will submit to ICON a description of our class event from your perspective including a SWOT analysis, an analysis of your teammates’ contributions and of your own performance. (50 points)

Grading:

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Course Policies:

Attendance:
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 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.

Professionalism:
Professionalism is key in event planning. Students are expected to behave in a professional manner in the classroom and when representing the class in any way. This includes using proper email etiquette, arriving on time, being respectful and attentive, and more. 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 misusing in-class work time, 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, etc.

Late Work & Early Work
It’s essential that you meet deadlines with no exceptions. I will accept late work only in extreme circumstances. Please 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. Any unexcused late work will lose 10% per day and will not be accepted more than 5 days late.

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. 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.

Workload & In-class work time
The UI College of Liberal Arts guidelines state that each semester hour of class time should entail around two hours per week of outside homework and class preparation
for the average student. For example, in our 3 semester hour course, students should expect (on average) 6 additional hours of outside work per week or a total of around 9 hours per course per week if classroom time is included.

Although spending time outside of class is expected and important, we will reserve time in class for working on your project and major assignments. Students are expected to make the most of this time and come prepared to be productive.

**Collaboration**
Like event planning in the professional world, a lot of what you’ll do in our class is collaborative. You will have a chance to describe your individual efforts as well as reflect on your classmates’ efforts throughout the semester. Each student should contribute an equal amount to group projects. Failure to do so will result in a lower grade. Misrepresenting your efforts and allowing others to do the work while you take credit is considered academic fraud and could be reported to CLAS. It is your responsibility to be in touch if you have any questions or concerns about collaboration.

**The College of Liberal Arts and Sciences Policies:**

**Administrative Home**
The College of Liberal Arts and Sciences is the administrative home of this course and governs matters such as the add/drop deadlines, the second-grade-only option, and other related issues. Different colleges may have different policies. Questions may be addressed to 120 Schaeffer Hall, or see the CLAS Academic Policies Handbook at [https://clas.uiowa.edu/students/handbook](https://clas.uiowa.edu/students/handbook).

**Electronic Communication**
University policy specifies that students are responsible for all official correspondences sent to their University of Iowa e-mail address (@uiowa.edu). Faculty and students should use this account for correspondences ([Operations Manual, III.15.2](https://clas.uiowa.edu/students/handbook)).

**Accommodations for Disabilities**
The University of Iowa is committed to providing an educational experience that is accessible to all students. A student may request academic accommodations for a disability (which includes but is not limited to mental health, attention, learning, vision, and physical or health-related conditions). A student seeking academic accommodations should first register with Student Disability Services and then meet with the course instructor privately in the instructor’s office to make particular arrangements. Reasonable accommodations are established through an interactive process between the student, instructor, and SDS. See [https://sds.studentlife.uiowa.edu/](https://sds.studentlife.uiowa.edu/) for information.

**Nondiscrimination in the Classroom**
The University of Iowa 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, diversity@uiowa.edu, or visit diversity.uiowa.edu.

Academic Honesty
All CLAS students or students taking classes offered by CLAS have, in essence, agreed to the College's Code of Academic Honesty: "I pledge to do my own academic work and to excel to the best of my abilities, upholding the IOWA Challenge. I promise not to lie about my academic work, to cheat, or to steal the words or ideas of others; nor will I help fellow students to violate the Code of Academic Honesty." Any student committing academic misconduct is reported to the College and placed on disciplinary probation or may be suspended or expelled (CLAS Academic Policies Handbook).

CLAS Final Examination Policies
The final examination schedule for each class is announced by the Registrar generally by the fifth week of classes. Final exams are offered only during the official final examination period. No exams of any kind are allowed during the last week of classes. All students should plan on being at the UI through the final examination period. Once the Registrar has announced the date, time, and location of each final exam, the complete schedule will be published on the Registrar’s web site and will be shared with instructors and students. It is the student's responsibility to know the date, time, and place of a final exam.

Making a Suggestion or a Complaint
Students with a suggestion or complaint should first visit with the instructor (and the course supervisor), and then with the departmental DEO. Complaints must be made within six months of the incident (CLAS Academic Policies Handbook).

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 have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. See the UI Office of the Sexual Misconduct Response Coordinator for assistance, definitions, and the full University policy.

Reacting Safely to Severe Weather
In severe weather, class members should seek appropriate shelter immediately, leaving the classroom if necessary. The class will continue if possible when the event is over. For more information on Hawk Alert and the siren warning system, visit the Department of Public Safety website.
Schedule:

Week 1
Tuesday, Jan. 16: Course and classmate introductions. History of Fashion Events.
Thursday, Jan. 18: Team and presentation date signup. Prep for client visit.

Week 2
Tuesday, Jan. 23: Client Visit.
Thursday, Jan. 25: Client visit follow-up, team meetings.

Week 3
Tuesday, Jan. 30: Guest Speakers: Simeon Talle, founder of Iowa Fashion Project and FlyOver Fashion Fest, and Talya Miller of Persisted Tees & FlyOver.
Thursday, Feb. 1: FlyOver work day.

Week 4
Tuesday, Feb. 6: Client Visit. Teams present initial ideas and concepts for feedback. Due: Individual update 1.
Thursday, Feb. 8: Client Visit follow up and work day.

Week 5
Tuesday, Feb. 13: Exemplar presentations kickoff film. I'll bring the popcorn!
Thursday, Feb. 15: Exemplar presentations. (4)

Week 6
Tuesday, Feb. 20: Exemplar presentations. (2) Discussion: Ethics, issues & fashion events.
*Wednesday, Feb. 21: Event Planning Internship Networking event. 4 to 5:30 p.m., Adler Journalism Building Rotunda. Business-casual dress recommended. Bring your resume for a polishing session and a resume/cover letter combo for any employers you’d like to impress. Employers will be announced at fb.com/ueventplanning.

Week 7
Tuesday, Feb. 27: Client Visit. Due: Update 2.
Thursday, March 1: Exemplar Presentations (2) Midterm course evaluations.

Week 8
Tuesday, March 6: Volunteer management. Crisis management. Team meetings.
Thursday, March 8: Guest Speaker: Kaylee Williams, founder of VolunteerLocal.com. LOCATION: Old Capitol Senate Chamber.

Week 9:
SPRING BREAK! Please enjoy and be safe.

Week 10
Tuesday, March 20: Exemplar Presentations (2) Meeting with City High fashion class.
Thursday, March 22: Exemplar presentations. (2) Work day.

Week 11
Tuesday, March 27: Exemplar presentations. (2) Work Day.
Thursday, March 29: Exemplar presentations. (2) Work Day.

Week 12
Tuesday, April 3: Guest Speaker: Stephanie Hutchins, president of Walk it Out
Thursday, April 5: Walk It Out volunteering or work day.
*Saturday, April 7: Walk it Out fashion show at IMU

Week 13
Tuesday, April 10: Exemplar presentations. (2) Walk It Out SWOT analysis discussion.
Due: Walk It Out Volunteering & Analysis.
Thursday, April 12: Guest Speakers: Simeon Talley and Talya Miller

Week 14:
Tuesday, April 17: Exemplar presentations. (2) Work Day.
Thursday, April 19: Out of class Work Day. Prepare for Client Visit. (Heather will be in NYC on an Event Planning Certificate field trip)

Week 15
Tuesday, April 24: Work day.
Thursday, April 26: Client Visit. Due: Individual Update 4.
*FlyOver Weekend!

Week 16
Tuesday, May 1: FlyOver & class event SWOT Analysis discussion. DUE: FlyOver volunteer report.
Thursday, May 3: Class Event!
Week 17: FINALS WEEK. DUE: Final PPP self-reflection, Class Event Final Report. Wrap Party! Time and location TBA.

*May 10-11: Students are invited to join Born Leaders United and the City High fashion class on a tour of Target corporate in Minneapolis. Travel will be via charter bus and college student participants will be expected to take on a chaperone role. More details will be provided in a timely manner.

{{Event planners have to be flexible. We may stray from this plan due to unforeseen opportunities or challenges. }}

Assignments:

**PPP Self Evaluations**
Due March 9 and May 4
15 points each
1 page

Your presence, participation, and professionalism are essential to your success in our classroom and essential to your success as an event planner.

At two points this semester, you will be asked to reflect on your performance in these three areas. Your reflection should be polished, brief—one page should suffice—and include the number of points out of 15 you think you deserve for your efforts to date.

**Individual Updates**
Due: Multiple
10 points each

At four points throughout the semester teams will present plans and updates to the client. While not every member of the team will likely present each time, each member will submit via ICON a 1-2 page written update detailing tasks completed, tasks to do before the next update, and overall feedback about the team planning process, and the letter grade you’d give yourself for your efforts in this update period. While your grade is based on your written report, an absence or unprofessional behavior on a client visit day is grounds for a 5-point deduction.

**Fashion Event Exemplars**
Due: On Assigned Presentation Day
We will seek inspiration for our class projects by studying other fashion events. For this assignment, select a fashion event that has taken place in the past and study information you can find about it to answer the following questions:

1) Event basics—who, what, where, when?
2) How does this event exemplify or differ from a typical event of this type?
3) What visual, audio, organizational, and other details can you share?
4) How can we relate this example to our class projects?

Please compile your findings into a visually-appealing presentation. Each student will have 10-15 minutes to present their event to the class and lead a discussion about it.

Please note that the majority of your grade will be based on your document(s), not your presentation, so be sure to include everything you want me to consider via your ICON submission. You are invited to submit a notes file/use the notes feature on PowerPoint.

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**Walk it Out Volunteering & Analysis**
**Due: April 10**

**50 Points**

The University of Iowa's Walk It Out Multicultural Fashion Show has been a celebrated event at the University of Iowa since 2009. The event is hosted by a student organization and students (like you!) are able to participate in pulling it off through volunteer positions.

You will contribute to Walk It Out 2018 by completing a volunteering shift we will arrange with Walk it Out leaders.

This assignment is a miniature version of the final report you’ll complete for our class project. It should answer the following questions:

1. How did this event (or the piece of the event you participated in) go from your perspective?
2. What tasks did you complete for Walk It Out?
3. What did you gain from this volunteering opportunity?
4. What would you change about your participation?
5. How would you improve the event if you were in charge next year?
FlyOver Volunteering & Analysis
Due: May 1
65 Points

FlyOver Fashion Fest began in 2016 to highlight and support a fashion scene in Iowa. The festival is growing and evolving each year and students (like you!) are able to participate in pulling it off through volunteer positions. You will contribute to FlyOver 2018 by completing a volunteering task you signed up for as well as through tasks you’ll complete in and out of class throughout the semester.

This assignment is a miniature version of the final report you’ll complete for our class project. It should answer the following questions:

1. How did this event (or the piece you participated in) go from your perspective?
2. What tasks did you complete for FlyOver?
3. What did you gain from this volunteering opportunity?
4. What would you change about your participation?
5. How would you improve the event if you were in charge next year?

Class Event Report
Due:
50 Points

We have an incredible opportunity to make our mark on Iowa City’s fashion scene by hosting our own fashion event with help from a local fashion leader.

At the start of the semester, we divided into teams, each with a specific task.

Your final report will celebrate the culmination of your semester-long efforts.

This reflection should include your SWOT (Successes, Weaknesses, Opportunities, Threats) analysis as discussed in class and answer the following questions:

1. How did this project go from your perspective?
2. What tasks did you complete for your team?
3. What did you gain from the assignment?
4. What would you change about your participation?
5. How would you improve the event if you could do it over again or without specific constraints?
6. What grade would you give yourself in this project? What grades would you give your teammates? Why?
7. What else would you like to share?
Class Project Contribution
100 Points
No Submission

You will be graded based on your ability to work successfully with your team and to please your client as well as the professional, organized manner in which I observe you completing your work.

Please note that although you may be assigned a specific role and specific tasks, this is a collaborative project. A successful event planner and a successful student in this course will help outside of his or her focus area to ensure a positive outcome.

Your teammates and clients will help me fill in details and determine an appropriate score. To be successful, you must be an excellent teammate who is engaged and helpful throughout the semester.
Day 1 Survey

Name (and pronunciation):

Major:

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

Hometown:

What do you hope to gain from this course?

Do you have any fashion event experience?

Is there anything else you’d like me to know about you?
Please rank these role categories in order of your preference with 1 being the team you’d most like to join. Numbers in parentheses identify the number of students who will be assigned to each team.

- **Leadership (2)**
  - Trello and task/time management
  - Research
  - Legal expertise
  - Client & partner communications
  - Crisis planning
  - Big & little picture understanding
- **Fundraising & Budget (4)**
  - Fundraising goal setting
  - Sponsorship recruitment
  - Sponsorship recognition
  - Additional fundraising concept
  - Development
  - Income/Spending tracking & reporting
- **Venue & Guest Experience (4)**
  - Venue contract expert
  - Venue communication
  - Guest experience expert
  - Catering
  - Sustainability
  - Technology
- **Décor (2)**
  - Lighting
  - Decorations
  - Space layout
  - Event signage
- **Marketing (4)**
  - Invitations
  - Audience building
  - Social Media
  - Media liaison
  - Ticket sales
- **Activities (4)**
  - Model recruitment and training
  - Identify and manage other partners needed for event success
  - Script/event timeline
  - Day-of task assignments
  - VIP guest/participant management
1) Is there any reason why you absolutely CANNOT join any of these teams?

2) Is there any reason why you would particularly love to do your top choice?

3) What special skills and areas of expertise do you bring to your team?