Topics in Event Planning, Event Technology & Marketing
EVNT: 3185:0001

Instructor: Nick Arnold
The University of Iowa
School of Journalism & Mass Communication
he / him / his

Location: E238 AJB

Time: 3:30 – 4:45 PM Mondays and Wednesdays
Drop-In Hours: By appointment

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Course Overview:
Technology is increasingly becoming both more ubiquitous and more necessary in events of all types and sizes. From pre-event communications and marketing, registration, and planning to on-site adaptations to post-event activities, technology is ever-evolving to simplify events and amplify their impact. This course will cover how event professionals use technology in all aspects of their event. We will focus attention on a real-world event seeking avenues to connect with an international audience.

Prerequisite and requirements:
Students must be willing and able to put in time outside of class to carry out events.

Readings:
This course does not use a required text. Supplementary readings and resources may 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.

Grading:
101% A+ 88-89% B+ 78-79% C+ 68-69% D+
94-100% A 84-87% B 74-77% C 63-67% D
90-93% A- 80-83% B- 70-73% C- 60-62% D-

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 and attendance “tweets” will not be accepted from any student not in class.

Please note it may be necessary to hold class via Skype on a rare occasion due to my work travel schedule. If this should arise, I will advise the class well in advance. It is suggested that each team meet together during the scheduled class time.

Professionalism:

Professionalism is key in event planning and is key in building a positive relationship with your client/employer. 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, disrespectful communication with your teammates, arriving late or leaving class early without good cause, talking or using electronics during class discussions, etc.

Late Work & Early Work

It’s essential that you meet deadlines with no exceptions. 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. Any unexcused late work will lose 10% per day and will not be accepted more than three 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.

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 teammates’ 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.

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, k.11).

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/ 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**
*(Please note this schedule is subject to change as the semester progresses)*

**Week 1:**
- Monday, January 20: No Class, MLK Day
- Wednesday, January 22: Course Introductions, syllabus review.

**Week 2:**
- Monday, January 27: Introduction and Discussion: Gioie Musicali
- Wednesday, January 29: Cohorts Assigned. Review Gioie Musicali research.

**Week 3:**
- Monday, February 3: Introduction to Event Technology
- Wednesday, February 5: Pre-Event Digital Marketing

**Week 4:**
- Monday, February 10: Discussion: Case studies in pre-event technology
- Wednesday, February 12: **QUIZ #1.**

**Week 5:**
- Monday, February 17: Technology and Festivals: An Overview
- Wednesday, February 19: Event/Festival Apps

**Week 6:**
- Monday, February 24: Discussion: Case studies in Event Apps
- Wednesday, February 26: Registration Technology & Wearable Technology

**Week 7:**
- Monday, March 2: **NO CLASS**
- Wednesday, March 4: Case studies in Digital Pre-Event Marketing/Communication

**Week 8:**
- Monday, March 9: **QUIZ #2**
- Wednesday, March 11: Cohort Work Day – Gioie Musicali

**Week 9:**
**SPRING BREAK – BE SAFE AND ENJOY THE WEEK!**

**Week 10:**
- Monday, March 23: Discussion: Case Studies in Festival Technology
- Wednesday, March 25: Presentation/Projection Technology
Week 11:
Monday, March 30: Cohort Work Day – Gioie Musicali
Wednesday, April 1: Cohort Work Day – Gioie Musicali

Week 12:
Monday, April 6: Crafting a Digital Communication Plan
Wednesday, April 8: Digital Communication During Events

Week 13:
Monday, April 13: Digital Communication During Crisis
Wednesday, April 15: Discussion: Digital Communications during Crisis

Week 14:
Monday, April 20: Guest Speaker – Lisa Barnes, Summer of the Arts
Wednesday, April 22: Guest Speaker

Week 15:
Monday, April 27: Quiz #3
Wednesday, April 29: Guest Speaker – Christopher Hunter, ICDD

Week 16:
Monday, May 4: Cohort Presentations
Wednesday, May 6: Cohort Presentations

*Week 17:
FINALS WEEK. We will not meet in class. Good luck!

{{PS: It’s important to be flexible! Please note that this is a tentative schedule. Unplanned opportunities and challenges may require changes. }}

Daily Attendance
27 Points

Event planners are skilled social media users and have a clear vision of the messaging they want to come out of their event for social media audiences. We’ll practice those skills as a way of taking attendance this semester through attendance “quizzes.”

Students will earn one point per class period by submitting a “tweet” or Instagram post to represent a takeaway or highlight from that day’s meeting. This will be submitted to an ICON drop box.

Your submission must adhere to formatting rules for extra credit consideration. Preference will be given to those with strategic hashtags, photos, links, and rich media elements.

Missed Tweets cannot be made up for any reason and all tweets must be submitted no more than 24 hours following the class session.
Speaker Preparation: 15 points (5 points each)

We are lucky to have some interesting, successful professionals 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 do a little work to prepare for their visits.

For individual speakers: Please submit a 3-paragraph bio (including one paragraph about the speaker’s company or position) and 3 questions for each guest speaker by the start of the class period before their visit via ICON. I will likely browse through the posts 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.

Speakers:
Andre Perry – Mission Creek Music Festival
Christopher Hunter – Iowa City Downtown District
Lisa Barnes – Summer of the Arts

Extra Credit Opportunity: We will need a volunteer to send a thank you note to each guest speaker. This person will receive 2 points of extra credit for composing and sending this note. Please BCC me so that I will receive a copy of the thank you. Each student may volunteer for this opportunity only once.

Quizzes
75 Points

We will cover plenty of ground this semester when it comes to what goes in to utilizing technology to its fullest extent and it’s important that knowledge is retained. To gauge your understanding of the subject matter, there will be four quizzes given throughout the semester. Each will cover information that has been presented up to that point through lectures (and potentially some assigned outside reading). The quizzes will consist of 15 multiple choice questions and two five point short-answer questions for a total of 25 points per quiz. If you will be absent on the date a quiz is given, you must notify me ahead of time to schedule a make-up time. Unexcused missed quizzes will result in a zero for that quiz.

Cohort Case Studies
100 Points (25 points each)

Each member of our course will also be a member of a smaller team... or cohort. Each cohort will be tasked throughout the semester with a series of case studies pertaining to a specific aspect of event technology or digital communication/marketing. The cohort will identify a real-world event/festival and research how they use the assigned technology for their event and present that information during a class discussion.
A good discussion of a case study will include the following information:

- Information about the event, including general overview, history, attendance, location, etc.
- How does the event use the assigned technology? What platform is used?
- What benefits are derived from using the technology?
- How do you think this technology could be used for the Gioie Musicali Festival? Can it?
- In your opinion, how could the event better utilize this technology? Is there a different platform that would work better for them?
- How does this technology impact their event? Be specific.
- Since this is a course on technology, use of technology as part of your discussion will be a very good idea.

Cohort Final Presentation – Gioie Musicali
100 Points

- As we will discuss throughout the semester, the Gioie Musicali is seeking to reach English-speaking audiences and increase attendance to the Festival. Each cohort will be responsible this semester for producing a digital event plan for the Festival. The plan should cover in detail how the Festival can use technology and digital communication platforms to bolster their event. Most importantly, the plan should provide detailed recommendation on the event app that your team feels best suits the festival. Why have you chosen it? How will it be used? What sort of technical expertise is required to build/operate it?

Each cohort should work independently to create their plan. Be specific, use sample messaging that incorporates best practices discussed this semester. Explain why your plan is optimal for the Festival and what would be your recommended timeline for implementation. What is the cost impact of your recommendation? Be sure to cover all three timeframes of an event (and the marketing component). Formatting for the cohort presentation is up to each group. However, please be aware that presentation counts!

Imagine if you were presenting this plan to a client – how would you “wow” them with your proposal and convince them to hire you as their event planner and digital marketer?

Final Reflection - 20 Points

Submit to ICON a 3 page reflection that includes:

1. How did this course go from your perspective?
2. What tasks did you complete for your cohort?
3. What did you gain from the assignment?
4. What would you change about your participation?
5. What grade would you give yourself in this project? What grades would you give your teammates? Why?
6. What else would you like to share?