Instructor: Sheila Boyd  
The University of Iowa  
School of Journalism & Mass Communication  
Topics in Event Planning EVNT: 3185:0003  
Location: 222 MacLean Hall  
Time: Monday and Wednesday, 3:30 to 4:45 p.m.

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*Email is the best way to reach me.

Drop In 2:15-3:15 Monday and Wednesday and by appointment.

Course Overview: Political event planners use the same toolkit as event planners in other industries, but have many opportunities and challenges specific to the political arena. In this class we will discuss the most common types of political events, we’ll plan a real-life political event, and will meet with political event planners to learn about their work.

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 events.

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: Students will register their participation by submitting to ICON a “tweet” featuring a highlight or takeaway message of the day. You are encouraged to include relevant hashtags, images or links. Missed tweets cannot be made up for any reason. (up to 60+ points)

• Speaker preparation: You will submit via ICON a bio and questions for each guest speaker one week before their visit via ICON. (10 points each x 4 = 40 points total) One bio will be select and that student will introduced the guest and will receive 3 extra credit point for handling the introduction.

• Political Event Example Presentations: Each student will sign up to identify and present a real-world example of a particular type of political event. (50 points)

• Event Contribution: Each student will contribute in a significant way to a project to design and carry out a real-world political event. (75 points)

• Final Project: You’ll tie together all of our course concepts by playing campaign manager for a real politician of your choosing. (Due Dec. 6, 100 points)

Grading:  
A: 94-100  B: 84-87  C: 74-77  D: 64-67  
A-: 90-93  B-: 80-83  C-: 70-73  D-: 60-63
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 discussions, 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 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 http://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 include but are 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 http://sds.studentlife.uiowa.edu/ for information.

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.

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:** 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:** 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:** Students will develop critical thinking skills to analyze and interpret media messages through an understanding of media practices and institutions.

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

**Learning Objective:** Students will demonstrate an ability to work with members of diverse groups to engage publicly over issues of community interest.

Schedule:

Week 1
Monday, January 14: Overview, Introductions and Discussion of Clients
Wednesday, January 16: “War Room”

Week 2
Monday, January 21: “War Room” continuation
Wednesday, January 23: **Client Meetings**- Introductions and goal setting

Week 3
Monday, January 28: Polling, focus groups, and designing an audience
Wednesday, January 30: Political Event Example and Sign-up
Team work time—prep for client meeting.

Thursday, January 31: 12:30 to 3:30: Italy study abroad open house in E346 AJB. Come for a snack and learn about our Global Festivals class offered through the CIMBA program this summer. CIMBA registration is due mid February.

Week 4
Monday, February 4: **Client Meetings**- present outline, preliminary concepts and information
Wednesday, February 6: GUEST SPEAKER: Tentative Christin Lewers and Dawn Willging Social Impact on Political Events

**Thursday, February 7:** IFEA Webinar "Mayen at Events and How to Prevent (Some of) It"
presented in partnership with Think Iowa City. 12 to 1 p.m., with webinar beginning promptly at 12. Brownbag lunch. Location TBD

Week 5
Monday, February 11: Messaging, Images and Protests
Wednesday, February 13: Guest Speaker: Tim Gannon, Advance Prep from Candidate Perspective

Week 6
Monday, February 18: Advance Prep. GUEST SPEAKER: Bill Nelson, Director of Administration and Operations at the Iowa Memorial Union.
Wednesday, February 20: Fundraising, Press Conference and Social Media

Week 7
Monday, February 25: Fundraising and Fundraising Presentations
Wednesday, February 28: Work Day to prep for Client Meetings

**Tuesday, Feb. 26:** Panel discussion with leaders from the Iowa Arena. Panelists will share details about this new venue and opportunities for students to get involved. 11 to 12:15 in Old Capitol Senate Chamber.

Week 8
Monday, March 4: **Client Meetings**-presentation to class and clients
Wednesday, March 6: Internship Networking Fair in the AJB Rotunda

Week 9
Monday, March 11: Debates
Wednesday, March 13: Debates presentations
Week 10
Tuesday, Oct. 25: Rallies
Thursday, Oct. 27: Rallies presentations

Week 11-Spring Break: Make good choices, be safe and enjoy the week.

Week 12
Monday, March 25: Work Day to Prep for Client Meetings
Wednesday, March 27: **Client Meeting**: Last scheduled meeting and final presentation

Week 13
Monday, April 1: Guest Speaker: Rebecca Needes, Local and State Politics
Wednesday, April 3: Event SWOT Analysis  
   April 4-6: Field trip to Nashville! Signup will happen in early February via a survey sent through the listserv.

Week 14
Monday, April 8: Guest Speaker: Kevin Boyd, DLCC
Wednesday, April 10: Conventions presentations

Week 15
Monday, April 15: Inaugurations
Wednesday, April 17: Inaugurations presentations.

Week 16
Monday, April 22: Due: Final Projects. Final Presentations
Wednesday April 24: Final Presentations, end of course celebration

Week 17: FINALS WEEK. We will not meet.

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

Assignments:

**Daily Attendance**
2 points per meeting = 60 Points
Due: by 5:45 p.m. after each class meeting

Political 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 “tweets.”
Students will earn two points per class period by submitting a “tweet” to represent a takeaway or highlight from that day’s meeting. The “tweet” will be submitted to an ICON drop box.

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

Although we will have 32 class meetings, I will score attendance out of 60 to allow for up to two forgotten tweets or absences. Missed tweets cannot be made up for any reason.

**Speaker Preparation**

10 points each x 4 = 40 points  
Due: Multiple

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. 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 one week prior to the speaker’s visit. Please see our weekly schedule for speaker dates and plan accordingly.

**Extra Credit Opportunities:**

1. 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.
2. One bio will be selected to introduce our guest and that person will receive 2 points of extra credit for handling the introduction

**Political Event Example presentations**

50 Points  
Due: Varies

Throughout the semester we will discuss some common political events in the lifecycle of a successful presidential candidate.

**Event types are: Fundraisers, Rallies, Debates, Conventions, and Inaugurations.**

At the start of the semester, students signed up for one type of event. On the assigned day, students will give a polished, visual presentation detailing an example of their type of event. The presentation should 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. Who are the key players in this event—staffing, headliners, audience, media, etc.?
4. What imagery and messaging is present at this event?
5. What can you tell us about the planning process and event timeline?
6. How would you define a successful event of this type?
7. Was your example successful? Why or why not?
Please note, 75% of your grade will be based on your document(s) and 25% on your presentation, so be sure to include everything you want me to consider via your ICON submission. You are welcome to submit additional information that is not part of your presentation as a notes file or to use the notes feature on PowerPoint.

Event Contributions
75 Points
Due: Varies

We will put course concepts into practice by planning and pulling off an actual event as a class: A Get Out the Vote event in collaboration with UI Student Government. To do so will require in-class brainstorming and engagement as well as several action steps during designated work sessions and outside of class. Students will sign up to take responsibility for an action step/area of responsibility, which we will define early in the planning process. You will submit the results/evidence of your work to the ICON dropbox to earn up 75 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. I will also consider your contributions as a teammate when determining an appropriate score.

Final Project
100+ Points
Due: Monday, April 22

For our final project, you will put the concepts we have discussed into practice for a real political candidate. You’ll present your report as a polished, visual PowerPoint.

In true political spirit, we’ll hold a secret ballot vote at the end of presentations for the candidate we think will have the best chance at winning his or her election. The student who worked for the winning candidate will earn 5 points extra credit.

To get started, you need to choose your candidate. You have two options

1) Select a local politician and plan potential real-world events based on discussions and feedback from the candidate. This could be anyone from a UISG to a Johnson County Supervisor, Iowa City Council member, etc.
2) Select a real-live candidate with whom you do not have real-world discussions. This could allow you to choose a politician on a larger stage—a US Congressional hopeful, for example.

Your report will include the following elements:
3-paragraph biography of the candidate.
An analysis of the candidate’s public. Who is his/her voting base? How would you describe the potential voters in terms of demographics, location, information gathering preferences? How did you come to these conclusions?
A description of the primary messaging in your candidate’s campaign. What are some key phrases your candidate will use in marketing and public speaking? Why do you think these messages will resonate with your candidate’s audience?
A description of three key campaign events you would plan for your candidate. More details on this below. *
A Pinterest board or slideshow of example imagery that you think will be appropriate for your candidate to use in marketing and events.
*Three Key Campaign Event details:
I. Venue  
   A. A description of where the event should take place and why.  
   B. If you’re planning an outdoor event, a back-up plan for inclement weather.  
II. Guests  
   A. Who is the target audience for this event?  
   B. How many people are you planning for and how did you arrive at that number?  
III. Goals  
   A. What is the primary message of this event?  
   B. What are three measurable positive outcomes you’ll strive for with this event?  
IV. Event Timeline  
   A. What advance work needs to happen to prep for and set up your event?  
   B. What is your proposed schedule of activities at the event?  
   C. What are your post-event follow-up steps?  
V. Marketing  
   A. How will you reach out to potential guests?  
   B. How will you collect RSVP information (if relevant)?  
VI. Social Media  
   A. What role will social media play leading up to your event?  
   B. How will social media be incorporated in your event?  
   C. Post-event?  
VII. Security/Crisis Management  
   A. What crises can you anticipate?  
   B. How will you prepare to prevent and face these anticipated crises?  
VIII. Any other details pertinent to your specific event.

Day 1 Survey

Name:

How is your name pronounced?

Major:

Have you taken the Events Planning Workshop class/

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

Hobbies & special skills:

Do you have any political event experience?

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