Event Planning Workshop

EVNT:3260:0002

Instructor: Nick Arnold
The University of Iowa
School of Journalism & Mass Communication

Location: 27 MacBride Hall

Time: 3:30 – 4:45 PM M/W

Student Drop-In Hours: By appointment.

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*Email or text message is the best way to reach me

Course Overview:
Gain hands-on experience in event planning through working with clients, conceptualizing events, lining up small and large details, promoting events via social media and other means, carrying out events, and reflecting on outcomes. Meet with event planning professionals and complete individual and group projects.

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 will be posted to ICON.

Major Assignments:
Each assignment will be discussed in more detail in a timely manner:

• Attendance & Participation: Students will register their participation via attendance confirmation by submitting to ICON a faux tweet featuring a highlight or takeaway message of the day. You are encouraged to include hashtags, images and links. Up to one student each class period can earn an extra credit point and have their tweet published @UIEventPlanning. Missed tweets cannot be made up. (Up to 28+ points)
• Observation: Each student will attend a large-scale event to observe and report on successes and failures of the event. (40 points)
• Dream Job Report: Identify a person working in what you feel is a dream job in event planning. Interview that person and prepare a written report. (30 points)
• Speaker preparation: You will submit a bio and questions for each guest speaker by the start of the class period before their visit via ICON and should plan to ask at least one question, time permitting, during the speaker’s visit. (5 points each)
• Team Event: We will divide the class into teams. Each group will take the lead on planning and carrying out an event. I have made arrangements with organizations willing to let our class be involved in their
events and will connect you with your clients. You will be graded on the event’s success based on a written report you will complete as well as my observations and feedback from your classmates and clients. (100 points)

• Team Event Updates: At three 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 unexcused absence on your team’s presentation day to your client is an automatic 5--point deduction. (10 points each = 30 points)

• Final Reflection: After your event is complete, it’s time to reflect on how it went. You will submit to ICON a 3-5--page description of the event from your perspective including a SWOT analysis and an analysis of your own performance. You will also answer questions reviewing your teammates’ performances. You must complete the questions to receive credit for your reflection. (20 points)

Grading:
101% A+
94--100% A
90--93% A--
88--89% B+
84--87% B
80--83% B-
78--79% C+
74--77% C
70--73% C-
68--69% D+
63--67% D
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. 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 casual attire (e.g. sweatpants, etc.), disrespectful communication with your client or 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. I will accept late work only in extreme circumstances. 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.

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 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 14: Course and classmate intro. Syllabus review. Primary assignment explanation
Wednesday, January 16: Review event options and team roles. Indicate preferences for event and role.

**Week 2:**
Monday, January 21: NO CLASS – MLK DAY

**Week 3:**
Monday, January 28: Discussion: So You Want to be an Event Planner; Budget, Sponsorships and Event Marketing.
Wednesday, January 30: Client Visit Day. Brainstorm with clients on event possibilities
(Optional) Tuesday, January 31: 12:30 - 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: Discussion: Risk Management. Work day.
Wednesday, February 6: Work Day
(Optional) Thursday, February 7: IFEA Webinar "Mayhem 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: Team 1 & 2 present to client. All teams: Written Update #1 due.
Wednesday, February 13: Team 3 presents to client.

**Week 6:**
Wednesday, February 20: Discussion: Working with Clients
Week 7:

(Optional) Tuesday, February 26:
Wednesday, February 27: Work Day.

Week 8:
Monday, March 4: NO CLASS
Wednesday, March 6: Internship Networking Fair. 3:30 to 5 p.m. in the AJB Rotunda. All teams: Written Update #2 due.

Week 9:
Monday, March 11: Teams 1, 2 & 3 present to client. Assigned: Dream Job.

Week 10:
Monday, March 18: SPRING BREAK
Wednesday, March 20: SPRING BREAK

Week 11:
Wednesday, March 27: Discussion: Career interests.

Week 12:
Monday, April 1: Discussion: SWOT Analysis, Post-Event Review Process
Wednesday, April 3: Work Day

Week 13:
(Optional) April 4-6: Field Trip the Nashville. Signup will happen in early February via a survey sent through the listserv.
Monday, April 8: Work Day. Written Update #3 due.
Wednesday, April 10: Work Day

Week 14:
Monday, April 15: Guest Speaker – Josh Schamberger
Wednesday, April 17: Guest Speaker – Shannon Arnold

Week 15:
Wednesday, April 24: Dream Job Presentations. End of course evaluations.

Week 16:
Monday, April 29: Teams 1 & 2 present Event Reports & SWOT Analyses
Wednesday, May 1: Teams 3 presents Event Reports & SWOT Analyses

*Week 17:
FINALS WEEK. We will not meet in class.
Wednesday, May 8: Final Reflections Due
{{PS: It’s important to be flexible! Please note that this is a tentative schedule. Unplanned opportunities and challenges may require changes. }}