

NRRT 460 Event & Conference Planning  
Colorado State University  
Fall 2015 -Course Syllabus

<b>Days, Time, Location:</b>	MWF, 11:00-11:50 am, Forestry 217		<b>Canvas:</b> <a href="http://info.canvas.colostate.edu/login.aspx">http://info.canvas.colostate.edu/login.aspx</a>
<b>Instructor:</b>	Paul Layden	491-7393	<a href="mailto:paul.layden@colostate.edu">paul.layden@colostate.edu</a>
			Office: 203 Forestry
			Office hours & sign-up for appointment <a href="http://paulayden.acuityscheduling.com">http://paulayden.acuityscheduling.com</a>
<b>TA:</b>	Stacy Armbruster	491-0205	<a href="mailto:stacy.armbruster@colostate.edu">stacy.armbruster@colostate.edu</a>
			Office: 237B Forestry
			Office hours by appointment

In the spaces below, please write the names and contact information of two other students in the course if you miss a class or want to study together.

Name: \_\_\_\_\_ Phone #: \_\_\_\_\_ Name: \_\_\_\_\_ Phone #: \_\_\_\_\_  
E-mail: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Textbook** Required: Creating Special Events, 2<sup>nd</sup> Ed. by Lee deLisle, 2014, Sagamore Publishing. You are expected to bring your text book to class every day so you can refer to it for class discussions and case studies.

**Other Readings** Occasionally readings may be made available online or there may be handouts in class that you will read and be tested on exams.

**Course Description** Foundation in planning, organizing, marketing, and producing special events and conferences. Functions and strategies necessary are covered for effective event management.

**Course Objectives** Upon successful completion of this course, students will be able to:

1. Identify the philosophical and sociological importance of festivals and special events in past and present societies.
2. Identify event stakeholders and determine how they impact events.
3. Describe the decision-making process as it relates to an agency's mission for special events.
4. Identify resources needed for successful event planning and design.
5. Recognize the economic potential of festivals.
6. Conceptualize a budget as a tool for fiscal control, communication, planning, and evaluation.
7. Identify the elements in successful sponsorship development and management.
8. Identify the benefits and components of a risk-management plan.
9. Understand the complexities of market analysis and penetration.
10. Develop human resource management strategies for staff and volunteers.
11. Identify procedures for professional services management through contract development and implementation.
12. Identify best practices in service delivery and evaluation.
13. Develop site selection and management policies and procedures.
14. Develop strategies for concession management.
15. Identify key elements of site safety, crowd, and traffic management.
16. Understand the role of technology in event management.
17. Describe important elements of environmentally sustainable event planning.

**Instructional Methodology** Because of the interactive nature of this course, a variety of instructional methodology will be used, including, but not limited to: lecture, in class group discussion, group activities, videos, audio clips, guest speakers, and exploration activities. Content from all of these types of methodologies will be included on exams.

**Canvas** Lecture outlines, some readings, and links to various references mentioned in class will be posted in Canvas. The syllabus will be regularly updated in Canvas, therefore, you must check the course in Canvas at least once a week if not several times a week.

**Assessments & Grading** The homework assignments in this class are specifically designed to complement the knowledge you learn in the classroom. The assignments should give you an idea of some of the types of activities and work that event and conference planners do. You will be evaluated based on your participation in class and performance on assessments.

	<u>Points</u>
7 in-class group activities; 5 will count for a grade (20 points each)	100
3 mid-term exams (100 points each)	300
Mandatory final exam	300
Homework 1	100
Homework 2	100
Homework 3	<u>100</u>

Total:1,000

Grade Breakdown - Grading in the course is traditional (A-F) and will be done on plus/minus scale based on the total number of points (not on a percentage) you receive where:

967 – 1,000	A+	867 – 899	B+	767– 799	C+	< 600	F
933 – 966	A	833 – 866	B	700 – 766	C		
900 – 932	A-	800 – 832	B-	600 – 699	D		

**Course Policies** Class Times - Class will begin promptly at 11:00 am and go until 11:50 am. It is expected that you will make every effort to arrive to class on time.

Attendance and Participation - Students who are serious about their education should make every effort to attend class. It is not only impolite, but it interrupts the learning process when someone walks in late to the classroom.

As per Colorado State University policy, students participating in university-sanctioned events (i.e.; NCAA athletics, club sports, band, etc.) must provide the instructor with a list of anticipated absences as soon as possible after the start of the semester. It is your responsibility to inform the instructor of any changes in dates. If you miss class due to illness or a family emergency I will need to see a note from a medical professional or other evidence (i.e.; death certificate or obituary).

If you miss class it is your responsibility to contact another student in the class and look at their notes and the lecture outline(s) in Canvas for the material you missed. If, after you review this information you have questions, please speak with the instructor. Please note that not all guest speakers will have their lectures available in Canvas so it is strongly recommended that you take notes.

Exams - There will be 3 mid-term exams and a final exam. All exams will cover the assigned readings, guest speakers, lectures, in-class exercises, handouts, audio clips and videos. The mid-term exams will not be cumulative across the semester; they will only cover information since the last exam. The final exam will be cumulative.

**Exams will begin promptly at the beginning of the class period.** If you miss an exam you will **NOT** be allowed to make it up, **unless you have notified the instructor BEFORE the date of the exam that you were going to miss it.**

Classroom Conduct and Expectations - It is important to maximize opportunities for learning. Therefore, all students are expected to be attentive, polite, and not distract the instructor or other students. Private conversations, reading newspapers, sleeping, coming to class late or leaving early are out of place in a learning environment. If you are disturbing the class or detracting from the learning environment, **THE INSTRUCTOR WILL TALK TO YOU ABOUT YOUR BEHAVIOR THAT IS INTERRUPTING THE CLASS AND RESERVES THE RIGHT TO ASK YOU TO LEAVE THE ROOM AS PER UNIVERSITY POLICY.** You are welcome to join the class at the next lecture.

Cell/smart phones, iPods/MP3 players, etc. – With the exception of audio recording or assistive devices for a disability, all electronic devices must be turned off during lectures and guest speakers. If you have a home, family or work situation that requires you to have a pager or cell phone turned on, please discuss this with the instructor after the first class.

You are welcome to use a tablet or laptop to take notes during class and/or to record the audio of lectures. Students will be allowed to use smartphones, tablets, and laptops during in-class exercises to look up information online if they would like.

**If your cell phone rings, you are talking on your phone, or you are seen texting or wearing headphones during lectures and guest speakers, the instructor reserves the right to confiscate the electronic device from you and you can pick it up at the end of that class period.**

Reading Assignments - The reading assignments are to be completed BEFORE class.

Online Expectations - You must **log-on to Canvas at least once a week** if not more frequently. Grades for assessments will be posted in Canvas as soon as they are graded.

The Importance of a College Syllabus - Your college syllabus in ANY college class is a roadmap to success. You should always keep your syllabi with your class notes. Periodic updates will be made to the syllabus in Canvas and announced in class. Hence, you should check Canvas frequently for changes in dates and topics.

Academic Integrity/Misconduct – This course will adhere to the Academic Integrity/Misconduct policy in the Colorado State University General Catalog and the Student Conduct Code (<http://catalog.colostate.edu/general-catalog/policies/students-responsibilities/#academic-integrity>) which reads in part as follows:

“Faculty/Instructors are expected to use reasonably practical means of preventing and detecting academic misconduct. Any student found responsible for having engaged in academic misconduct will be subject to academic penalty and/or University disciplinary action. Students are encouraged to positively impact the academic integrity culture of the University by reporting incidents of academic misconduct.

Examples of academic misconduct include (but are not limited to):

- 1) Cheating
- 2) Plagiarism
- 3) Unauthorized possession or disposition of academic materials
- 4) Falsification, and
- 5) Facilitation of any act of academic misconduct.”

If a student violates or is suspected of violating Colorado State University’s policy on Academic Integrity/Misconduct the instructor will following CSU’s procedure on handling the matter.

According to Dictionary.com, plagiarism means "to use and pass off (the ideas or writings of another) as one's own; to appropriate for use as one's own passages or ideas from (another); or to put forth as original to oneself the ideas or words of another". Beyond that, "plagiarism, a form of intellectual dishonesty, involves unintentionally using someone else's work without properly acknowledging where the ideas came from (the most common form of plagiarism) or intentionally copying someone else's work and passing it off as your own (the most serious form of plagiarism)" (Palmquist, 2003, *The Bedford Researcher*, pp. 173-174).

Each exam will have an Honor Pledge for students to sign, or they can write out the following statement on their exam or homework and sign next to it:

“HONOR PLEDGE: I have not given, received, or used any unauthorized assistance”

A student’s decision to forego signing the honor pledge will not be used as evidence of academic misconduct and shall not negatively impact a student’s grade.

Writing and Grammar - It is expected by this point in your academic career you have developed very good writing skills. Consequently, written work is expected to be concise, organized and with minimal errors. Grammar and spelling will be regular criteria for grading. If you do poorly on an assignment, you will not be allowed to revise and resubmit it. Therefore, you are strongly encouraged to HAVE SOMEONE PROOFREAD YOUR ASSIGNMENTS before you submit them if you have difficulty with grammar and spelling (software-based grammar and spell-checkers don't always catch everything). You are more than welcome to use the services of the CSU Writing Center (<http://writingcenter.colostate.edu>).

Late Assignments - Assignments are due at the beginning of class on the due date. **Ten percent (10%) of the points per working day will be taken off for any assignment turned in late.** If an assignment is received after the beginning of class on the day it is due, it will be considered 1 day late. After 5 working days, it will be recorded as a zero. So, if you miss a class when an assignment is due, but turn in the assignment one week later after class has started, it will be worth **zero points**.

Extra Credit - There will be **no extra credit** allowed in NRRT 460. All of the assignments, their associated points, and due dates are clearly spelled out here in the syllabus. Whether you choose to come to class, do all of the assignments and submit them on time, or take the exams is your choice. Assignments will be handed back as soon as they are graded. You can easily see what your grade is at any point in the semester by going into Canvas.

***If you are concerned about your grade in NRRT 460 then you should come see the instructor AS SOON AS POSSIBLE. Do not wait until the end of the semester if you are having problems with the lectures, assignments, or exams.***

**Course Schedule and Reading Assignments**  
 << Subject to modification >>

The instructor reserves the right to change this syllabus except for the grading scale and attendance policy. You will be notified of all changes online and changes will be announced in class. The readings below refer to chapters in the textbook or links or files in the "Readings" section of the course in Canvas.

Week	Date	Topics	Reading Assignment	Homework Due
1	Aug 24	Course introduction, format, expectations, and syllabus; Canvas	Chapter 1	Student Information Sheet
	Aug 26	Introduction to Festival and Special Event Management Historical/Social Significance of Festivals and Events	Chapter 2	
	Aug 28			
2	Aug 31	Special Events and Community Benefits		
	Sep 2	Agency/Organizational Mission/Stakeholders/Feasibility	Chapter 3	
	Sep 4			
3	Sep 7	<b>NO CLASS – LABOR DAY</b>		
	Sep 9	Concept and Design		
	Sep 11			
4	Sep 14	Strategic Planning	Chapter 4	
	Sep 16	Economic Impact	Chapter 5	
	Sep 18			
5	Sep 21	<b>EXAM 1 - chapters 1-4</b>		
	Sep 23	Budgeting and Accounting	Chapter 6	
	Sep 25			
6	Sep 28	The Nature of Sponsorship	Chapter 7	
	Sep 30			
	Oct 2			
7	Oct 5	Marketing	Chapter 9	
	Oct 7			
	Oct 9		Chapter 10	
8	Oct 12	Human Resource Management		Homework 1 on Oct 14
	Oct 14	Contractual Services	Chapter 11	
	Oct 16			
9	Oct 19	<b>EXAM 2 - chapters 5-7, 9</b>		
	Oct 21	Customer Service & Satisfaction	Chapter 12	
	Oct 23			
10	Oct 26	Site Planning & Selection	Chapter 13	
	Oct 28			
	Oct 30			
11	Nov 2	Concession Management		
	Nov 4	Permits, Standards & Legal Compliance	Chapter 8	
	Nov 6			
12	Nov 9	<b>EXAM 3 - chapters 10-13</b>		
	Nov 11	Risk Management	Chapter 14	Homework 2 on Nov 18
	Nov 13			
13	Nov 16	Safety; Crowd and Traffic Controls	Chapter 15	
	Nov 18			
	Nov 20		"State of Event Apps"	
14	<b>Nov 23-27 NO CLASS – FALL RECESS</b>			

15	Nov 30	Event Planning Technology	"NRC's Green Meetings Policy"	Homework 3 on Dec 2
	Dec 2		"LED bulb efficiency expected to continue improving as cost declines"	
	Dec 4			
16	Dec 7	Green Events		
	Dec 9	Guest speaker – TBA		
	Dec 11	Event Management as a Profession		
		Final exam review		
		Course evaluation		
17	Dec 15	<b>FINAL EXAM 4:10 pm - 6:10 pm, Forestry 217</b>		

*Revised August 19, 2015*