

**CN 3523 PUBLIC RELATIONS AND SPECIAL EVENTS PLANNING  
UK CREDITS: 15**

**LEVEL 5**

(Updated: Fall 2015)

**PREREQUISITES:** WP 1010 Introduction to Academic Writing  
WP 1111 Integrated Academic Writing and Ethics  
WP 1212 Academic Writing and Research  
CN 2203 Fundamentals of Public Relations  
CN 2301 Contemporary Mass Communication

**CATALOG  
DESCRIPTION:**

Event management techniques and strategies for planning, promotion, implementation and evaluation of special events in a variety of contexts. Competencies required to perform the complex tasks associated with research, design, planning, production and evaluation of events.

**RATIONALE:**

Students need a thorough understanding of the intricate aspects of event planning. They will study how to create and coordinate a comprehensive event experience based on the needs of a sponsoring organization and event participants. They will develop an event plan incorporating the appropriate event elements, including selection of venue, creation of theme and development of effective promotional techniques.

**LEARNING  
OUTCOMES:**

After taking this course students should be able to:

1. Analyse the five phases of the event organization process: research, design, planning, coordination and evaluation.
2. Develop a proposal for an event based on the even organization process.
3. Evaluate event plans based on the objectives of the sponsoring organization and the profile of the attendee.
4. Identify and assess elements of successful events and understand their interdependence.
5. Understand basic event financial management: projected revenues and expenses, breakeven points and budgets.
6. Demonstrate understanding of the responsibilities of an event manager with regard to resource requirements, vendor and human resources management, event marketing, risk management, event regulations compliance and contingency planning.

**METHOD OF  
TEACHING AND  
LEARNING:**

In congruence with the teaching and learning strategy of the college, the following tools are used:

- Class lectures, interactive learning (class discussions, group work) and video presentations.
- Office hours: students are encouraged to make full use of the office hours of their instructor, where they can ask questions, see their exam paper, and/or go over lecture material.
- Use of a Blackboard site, where instructors post lecture notes, assignment instructions, announcements, and additional resources.

## ASSESSMENT:

|   |     |   |
|---|-----|---|
| Power Point presentation - <b>formative</b>                     | 0%  | Presentation of event proposal            |
| Final Assessment - Individual project - <b>summative</b>        | 60% | Proposal for the organization of an event |
| Mid Term examination (1-hour, comprehensive) - <b>summative</b> | 40% | problems/essay questions                  |

The individual project tests Learning Outcomes 2, 3, and 6.

The final examination tests Learning Outcomes 1, 3, 4, 5., and 6.

## READING LIST:

### 1. Required Textbook:

Goldblatt Joe, *Special Events The roots and Wings of Celebration*, 5th Edition, John Wiley & Sons Inc., 2012.

### 2. Further Reading:

Conway D. G., *The Event Manager's Bible: The Complete Guide to Planning a Voluntary or Public Event*, 3<sup>rd</sup> ed., How To Books Ltd, Begbroke, Oxford, United Kingdom, 2009

Bowdin A. Glenn, Johnny Allen, William O'Toole, Robert Harris, Ian McDonnell, *Events Management*, 2<sup>nd</sup> Ed, Butterworth-Heinemann, Elsevier, 2006.

Monroe C. James, *Art of the Event: Complete Guide to Designing and Decorating Special Events*, John Wiley & Sons Inc., 2006.

William O'Toole, Phyllis Mikolaitis, *Corporate Event Project Management*, John Wiley & Sons Inc., 2002.

## WWW RESOURCES:

International Festival and Events Association: [www.ifea.com](http://www.ifea.com)

International Special Events Society: [www.ises.com](http://www.ises.com)

Meeting Professionals International: [www.MPIweb.org](http://www.MPIweb.org)

International Special Event Society:

[www.ises.com/Home/tabid/36/Default.aspx](http://www.ises.com/Home/tabid/36/Default.aspx)

Event Planning Resources: [www.alltimefavorites.com](http://www.alltimefavorites.com)

[www.deanbell.com](http://www.deanbell.com)

[www.energizeinc.com/art/aorg.html](http://www.energizeinc.com/art/aorg.html)

[www.eventplanning.com/illinois/chicago](http://www.eventplanning.com/illinois/chicago)

[www.eventplanning.net/](http://www.eventplanning.net/)

[www.eventguide.com/](http://www.eventguide.com/)

[www.conventionindustry.org/](http://www.conventionindustry.org/)

[www.weddingplanninginsitute.com/](http://www.weddingplanninginsitute.com/)

**COMMUNICATION  
REQUIREMENTS:**

Verbal presentation skills using academic/ professional English and speech skills

**INDICATIVE CONTENT  
OUTLINE:**

1. Theoretical Approach of Event Planning
  - 1.1. Purpose and value of developing a wide range of events
  - 1.2. Historic roots and current issues and developments in the events management field
2. Event Administration
  - 2.1. Five phases of the event organization process
  - 2.2. SWOT and gap analysis
  - 2.3. Comprehensive research and key resources of information for planning
  - 2.4. Event design. The creative process
  - 2.5. Financial administration
  - 2.6. Strategic event planning
  - 2.6. Human resources management
  - 2.7. Communication with event stakeholders
  - 2.8. Strategic event planning
3. Event coordination
  - 3.1. Implementing the event plan
  - 3.2. Managing vendors
  - 3.3. On-site event production
4. Event Marketing
  - 4.1. Advertising, public relations, promotions,
  - 4.2. Event sponsorship
  - 4.3. Online and consumer-generated media
5. Legal and Ethical Issues and Risk Management
  - 5.1. Risk management: safety and security analysis
  - 5.2. Legal and Financial Safeguards
6. Evaluation Methodology