

Module Documentation



MGMT07010

Event Management 1

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MGMT07010

Event Management 1

Short Title	Event Management 1		
Full Title	Event Management 1		
Attendance	N/A	Discipline	345 MANAGEMENT & ADMIN
Coordinator	Monica Nielsen	Department	Business
Co Author(s)	Monica Nielsen		
Official Code	MGMT07010	NFQ Level	07
		ECTS Credit	05

Module Description

This module aims to provide a template for planning and executing events in a professional manner. It takes the student through every aspect of the organisation, planning and marketing of a successful event.

Learning Outcomes

On completion of this module the learner will/should be able to

1. Discuss the principal stages in planning an event.
2. Develop a strategy for creating and co-ordinating key aspects to an event including selecting the site, marketing and managing the live event.
3. Identify event elements, determine their logical sequencing and develop efficient schedules for the smooth operation of an event
4. Ensure that event operations provide safe and health environments for staff and customers
5. Manage key aspect of operating and producing the event.
6. Conduct effective evaluation of events.

Teaching and Learning Strategies

The module will be delivered using a combination of teaching and learning strategies including; lectures, guest speakers, case studies, self-directed learning, and videos. The assessment will be a team project which will involve planning an event from idea to evaluation as part of a group.

Assessment Strategies

The assessment will be a team project which will involve planning an event from idea to evaluation as part of a group.

Repeat Assessment Procedures

The repeat assessment is a written exam

Assessment Facilities

Students will require use of computer labs for research purposes.

Module Dependencies

Prerequisite Modules

None

Corequisite Modules

None

Incompatible Modules

None

Indicative Syllabus

- **Introduction to Event Management** - types of events, event feasibility, the planning process, event objectives, assessing needs, the 5 W's of event planning.
- **Management and Planning the Event** - the planning process, objectives, environmental search and information gathering, operational, financial and market planning.
- **Financial Management and the Budget** - objectives and financial planning, creating a budget, sources of income and expenditure, sponsorship.
- **Marketing the Event** - identifying the target market, the marketing mix for events, developing themes and creativity, marketing communications tools including traditional tools and digital marketing.
- **Event Logistics - Selecting the Event Site** - establish event specifications, site selection, site visit, site plan, permits and permission, suppliers, transport and distribution, food and beverage, menu design, technical facilities, light and sound.
- **Managing the Actual Event** - the event as a project, ticketing, registration and admission, seating plans, transportation, décor, stage considerations, health and safety, risk management.
- **Monitoring and Evaluating the Event**- rehearsals and briefings, how to evaluate an event, measuring customer's satisfaction, close down and follow-up.

CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment	40 %
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End of Semester / Year Formal Examination	60 %
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Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Project Project	1,2,3,4,5,6	40	OnGoing

End Exam Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Final Exam Final Exam	1,2,3,4,5,6	60	End of Term

ACCS Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Open Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Distance Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Part Time Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Full Time Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Not Specified	Lecture	2	Weekly	2.00
Tutorial	Computer Laboratory	Tutorial	1	Weekly	1.00

Total Average Weekly Learner Workload 3.00 Hours

Online Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Module Resources

Module Book Resources

Shone, A & Perry, B. (2013) Successful Event Management, 4ed. Cengage Learning.

Reic, I. Lance, J. (2014) Events Marketing Management: A Consumer Perspective, Routledge.

Mallen, C. & Adams, L. (2013) Event Management in sport, recreation and tourism, Routledge

Mc Donnell, I. (2013), Event Sponsorship, Routledge.

Ziakas, V. (2013), Event Portfolio Planning and Management: A holistic approach, Routledge.

Preston, C.A. (2012), Event Marketing: How to successfully promote events, festivals, conventions and expositions, 2ed. John Wiley & Sons.

Page, S. (2012), The Routledge Handbook of Events, Routledge.

Gera, V. (2012), Event Management and planning: A complete guide to plan and execute the event, Lambert Academic.

Module Alternate Book Resources

None

Module Other Resources

Guest speakers and attendance at seminars and appropriate events.

Module URLs

www.aoifeonline.com Association of Irish Festival Events (AOIFE)

www.emg.co.uk EMG Event Management Group Ltd

www.mci-group.com/ireland.aspx Irish conference and event management company

www.mediastreet.ie Profile of event management companies and suppliers in Ireland

www.wweventmanagement.com World Wide Event Management

www.irishrugby.ie Event Management Handbook - for the organisation of large events.

Additional Information

None

ISBN BookList

Book Details

Shone and Parry 2013 *Successful Event Management 4e: A Practical Handbook* Cengage Learning Australia

ISBN-10 1408066637 ISBN-13 9781408066638

Julia Rutherford Silvers 2012 *Professional Event Coordination* Wiley

ISBN-10 0470560711 ISBN-13 9780470560716

Joe Goldblatt 2010 *Special Events: A New Generation and the Next Frontier* Wiley

ISBN-10 047044987X ISBN-13 9780470449875

Approval Information

School Approval by Deirdre Lusby on 30-10-2014

Academic Council on 10-03-2015

Programme Membership

Code	Intake Year	Programme Title
GA_BINAG_H08	201500	Bachelor of Arts (Honours) in Information Systems Management
GA_BMASG_H08	201500	Bachelor of Business (Honours) in Marketing and Sales
GA_BMASG_B07	201500	Bachelor of Business in Marketing and Sales
GA_HHERG_B07	201500	Bachelor of Arts in Heritage Studies
GA_HHERG_H08	201500	Bachelor of Arts (Honours) in Heritage Studies
GA_BADIG_B07	201500	Bachelor of Business in Administration and Information Systems