

Unit Title	Events Strategy and Planning
Level	5
Reference No. (showing level)	UEL_5_ESP
Credit Value	20
Student Study Hours	Contact hours: 36 Student managed learning hours: 164
Pre-requisite learning	na
Co-requisites	na
Excluded combinations	na
Unit co-ordinator	Neville Kendall
Faculty/Department	AHS/UELS
Short Description	This unit will introduce students to the various stages in the event planning process.
Aims	<ul style="list-style-type: none"> To enable students to understand the various stages in the research and planning process for events including the creation of the concept, research of the environment and the setting of aims and objectives To discuss the bidding process for events and the PR/selling process to attract funding/sponsorship and media coverage of events
Learning Outcomes	<p><i>Knowledge, Understanding and Intellectual</i></p> <ul style="list-style-type: none"> To discuss the various stages in the events planning process To evaluate the possible aims of events and the various possible positive and negative impacts which can occur To discuss what can contribute to the unique selling point/differentiation of an event To evaluate the key issues in the micro and macro business environment for an event To discuss the role and impact of typical stakeholders which are involved in/affected by an event and how they can be managed <p><i>Practical</i></p> <ul style="list-style-type: none"> To complete a feasibility study for an event To think creatively about emerging event concepts <p><i>Transferable</i></p> <ul style="list-style-type: none"> To research and process/analyse information To write management reports
Employability	This unit will enable students to conceive and evaluate ideas for event concepts and to contribute to a strategic plan for a new or an ongoing event.
Teaching and	12 one hour lectures and 12 two-hour seminars /workshops

learning pattern	<p>or local field visits</p> <p>The unit is taught in a concentrated block to allow students to go on their Employment and Practice placement 2</p>
Indicative content	<p>Definitions of events types and events characteristics; the viewpoints of the various stakeholders involved in/affected by events; the stages in the strategy process for events; desk research and stakeholder consultation techniques for event planning; the bidding process for events; strategies for attracting funding, sponsorship and media coverage of events; resource allocation for events</p>
Assessment <i>Elements & weightings</i>	<p>100% Examination</p> <p>2.5 hours Case study exam. Case study is seen but questions are not.</p> <p>Last week of Teaching</p>
Indicative Sources <i>(Reading lists)</i>	<p>Core Reading</p> <p>Bladen, C, N. Wilde, J. Kennell & E. Abson. (2011). <i>Events Management, An Introduction</i>. Abingdon, Oxon, Routledge.</p> <p>Bowdin, G., I. McDonnell, J. Allen, W. O'Toole, R. Harris & I.McDonnell (2010) <i>Events Management</i>. Oxford, Butterworth-Heinemann.</p> <p>Goldblatt, J.J. (2005). <i>Special events, event leadership for a new world</i>. Hoboken N. J., Wiley.</p> <p>O'Toole, W. (2010) <i>Events Feasibility & Development, from Strategy to Operations</i>. Oxford, Butterworth-Heinemann</p> <p>Optional Reading</p> <p>Golden-Romero, P. (2007). <i>Hotel Convention Sales, Services and Operations</i>. Oxford, Butterworth-Heinemann.</p> <p>Hall, C. M. & L. Sharples (2008). <i>Food and Wine Festivals and Events around the World</i>. Oxford, Butterworth-Heinemann.</p> <p>Mallen, C & L. Adams (2008) <i>Sport, Recreation and Tourism Event Management, theoretical and Practical Dimensions</i>. Oxford, Butterworth-Heinemann.</p> <p>Masterman, G. (2007). <i>Sponsorship: For a Return on Investment</i>. Oxford, Butterworth-Heinemann.</p> <p>Rogers, T. (2007). <i>Conferences and Conventions, a Global Industry</i>. Oxford, Butterworth-Heinemann.</p>

	Theodoroki, E. (2007). <i>Olympic Event Organization</i> . Oxford, Butterworth-Heinemann.
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