

STRATEGIC EVENT PLANNING & PROMOTIONS

CMMN A335 • Fall 2014

Monday/Wednesday/Friday • 1:30 - 2:20 p.m.
Studio A
LORA #10129

SCHOOL OF MASS COMMUNICATION
LOYOLA UNIVERSITY NEW ORLEANS



**FALL 2014
COMMUNITY PARTNER**

M.A.D. INTERNSHIPS
SMC NETWORKING NIGHT



**FALL 2014
CLASS EVENT**

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Valerie Andrews

FALL 2014 OFFICE HOURS

Monday	2:30-3:30 4:45-6:30
Tuesday	2:00-3:30 4:45-6:30
Wednesday	2:30-3:30 4:45-6:30
Thursday	2:00-3:30

**Other times
by special appointment**

PURPOSE

Why have this event?

- Why put on an event instead of some other activity?
- Is it to raise money? Is it a meet-and-greet?
- Are you trying to raise awareness? Something else?

PROGRAM

What's going to happen?

- What is the strategy/tactic being applied?
- What kind of event is it?
- Does it have a speaker? food? entertainment?
- What is the theme?

PEOPLE

Who is invited?

- Will there be new members? award winners? big contributors? key influentials?
- What is the overall target audience for the event?

PLACE

Where and when will it be held?

- Why is this time/date being chosen?
- What else is going on at the same time of year?

PRICE

How much will it cost?

- How much will you spend?
- How much will you bring in?
- What will people pay to attend?

PARTICIPATION

How will you gauge the involvement of the participants?

- Do attendees have to RSVP?
- Will tickets be sold?
- Is registration required?
- Will you take a head count?
- Will they leave with handouts? goodie bags? prizes?

PROPRIETIES

How will people act?

- Will there be a dress code?
- If so, how will that be conveyed?
- Will attendees (presenters, speakers) be required to prepare? study? read? be ready to discuss?
 - How will that be conveyed?

POSSIBILITIES

What could go wrong?

- What is the back-up plan in case of weather, event or other delay/postponement/cancellation?
- What is planned in case of a national emergency? last-minute speaker replacement? natural disaster?
- Do you have a crisis plan?
- Do you have liability insurance?

PROMOTIONS

How will you tell people about it?

- What promotional (media, direct) tools will you use to make your audience aware of the event?
- What type of media coverage do you anticipate? in advance? during? following?
- Will media be encouraged to attend?

POST MORTEM

How did it go?

- What methods will you use to evaluate the event?
- Was it a success? How do you know?
- Did you meet your goals/objectives?
- Did you reach your target audience?
- What would you do differently next time?

ABOUT THIS SYLLABUS

Much like an event notebook, this syllabus contains all available information at this time. Information will be updated via class announcements, emails and blackboard announcements.

Also like an event notebook, it is organized by category. And it contains the major divisions of this course. Use it daily as a timeline for the course and overall as an example of how to create your own event notebook. I RECOMMEND that you download, print, 3-hole punch and put this syllabus in a 3-ring binder or notebook that will include all the other handouts, notes, returned assignments and working documents that you will create this semester. It has been formatted to provide a 3/4" margin on the left side to allow you to hole punch without losing information.

You will note that headings have been placed on the right, much like tabs would be in an event notebook.

I reserve the right to make changes to this syllabus as required. Any such changes will be sent to you in writing. As with all event planning, flexibility is key!

You will be tested on this syllabus, so I suggest reading it carefully as soon as possible. You will always be allowed to use the syllabus as a resource in class. You may also want to have printouts of key pieces of information from Blackboard handy (in that 3-ring binder).

ABOUT BLACKBOARD

Many materials are posted on Blackboard that will be helpful in your preparation of events for your class client and for other course assignments.

Blackboard is updated frequently. It is your responsibility to keep current on the materials posted there.

Events that are eligible for the Event Evaluations assignments will be posted on Blackboard.

WHAT'S NEW THIS SEMESTER

Each fall when this course is taught, real clients provide the challenge for the students in the class to learn real-world applications of event concepts and to provide a service, usually to a nonprofit organization, that the organization might not otherwise be able to afford.

This semester our class client is the **Foundation for Louisiana**, chosen through our RFP (request for proposal) process. **FFL** is a 504(c)(3) that was selected through a rigorous review system and will be working with the class to develop suitable and strategic ideas for a 10th anniversary commemoration. Information on FFL is located elsewhere in this syllabus.

Three teams will be part of a competitive process, creating a written proposal and disseminating the information to the client during the final exam period in a live, oral presentation. Representatives from **FFL** will be there to see and critique the presentations and to select a "winner." **FFL** will receive all three proposals for their use.

In addition, one team, apart from the three working with **FFL**, will be designated the **Networking Night at Loyola** team. This team will develop, execute, promote and evaluate this event, along with assistance from other class members. The **NN@L** team will not develop a proposal for **FFL**.

ALL students will be required to participate in **NN@L**. And ALL students will be present for the final proposal presentations to **FFL**.

Workshops are scheduled for Fridays during class periods. These workshops are times for teams to meet to ask questions, make assignments and give progress reports on their activities, either for **FFL** or for **NN@L**. These are required attendance and are IN ADDITION TO the out-of-class meetings that will be required of each team in order to stay on track for their event.

CATALOG DESCRIPTION

This course looks at events in terms of relationship building within the context of the public relations function. It develops an understanding of events as a means of strategic communication. Students will analyze case histories, plan and execute events.

COURSE DESCRIPTION

The course will cover aspects of event planning and management using the **10 Ps of Event Planning**. This rubric allows students to analyze each element of an event as it relates to a client's intended purpose and appropriate publics.

COURSE STRUCTURE

The course structure includes class discussions, readings and speakers. It is a hands-on lab course that provides professional experience in both planning and execution of events.

Speakers include professionals working with events: destination management companies, convention and visitors' groups, event planning and management agencies, event venues and vendors, freelance event planners and nonprofit organizations.

No events are scheduled during class. Students need to ensure availability to participate in required events during the times they're scheduled. *See Calendar for details.*

COURSE OBJECTIVES

This course is for students – in PR, mass communication and other majors – considering careers that involve strategic event planning and management as a means of building awareness, raising funds or identifying new publics.

It will show event planning as an integral part of the PR process, based on an organization's need for ongoing two-way communication with its publics. It involves consistent, branded communications delivered to identified target audiences in a format that includes but goes beyond traditional media. Event management also requires a concerted effort to stay on message while maintaining an organization's image.

The objectives of the course are to develop the skills to create and implement real-world strategic events, more specifically to:

- develop skills in building goals and objectives for strategic events based on thorough and effective research and theoretical foundations
- develop skills in identifying, building, communicating with and maintaining positive relationships with the various publics related to strategic event planning including the client, planners, suppliers, vendors, associates, volunteers, media, participants and sponsors
- develop skills in preparing promotional budgets and developing timelines, checklists and crisis plans

- develop skills in handling tactical development and implementation including media relations and community relations
- develop skills in evaluation processes for strategic events

COURSE VALUES & COMPETENCIES/ EXPECTED STUDENT OUTCOMES

In accordance with ACEJMC accreditation values and competencies, upon completion of this course, students should be able to:

3. demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications
4. demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society
5. understand concepts and apply theories in the use and presentation of images and information
6. demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
7. think critically, creatively and independently
8. conduct research and evaluate information by methods appropriate to the communications professions in which they work
9. write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve
10. critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness
12. apply tools and technologies appropriate for the communications professions in which they work

COURSE TEXT

Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events (2009 2nd ed.) by Judy Allen, published by John Wiley & Sons

ISBN-10: 0470155744	ISBN-13: 978-0470155745		
	<i>new</i>	<i>used</i>	<i>rental</i>
list	\$39.95		
Amazon*	\$24.76	\$20.43	\$14.00
Chegg	\$35.49	\$19.99	\$13.99

*Kindle available

Additional readings are posted on Blackboard.

COURSE ELIGIBILITY

This course is open to any student with junior standing.

SERVICE LEARNING OBJECTIVE

The service learning objective of this course is to provide our nonprofit community partners with a viable event plan that aids in their mission and communicates their values to their publics.

PLAGIARISM

Plagiarism will not be tolerated. Any student caught plagiarizing will receive a grade of ZERO on the project and will be dealt with through the proper university channels.

Specifically, cheating, plagiarism, and misrepresentation are prohibited. Plagiarism is defined by Alexander Lindley as “the false assumption of authorship: the wrongful act of taking the product of another person’s mind, and presenting it as one’s own” (Plagiarism and Originality). “Plagiarism may take the form of repeating another’s sentences as your own, adopting a particularly apt phrase as your own, paraphrasing someone else’s argument as your own, or even presenting someone else’s line of thinking in the development of a thesis as though it were your own.” (MLA Handbook, 1985)

A student who is found to have cheated on any examination may be given a failing grade in the course. In case of a second violation, the student may be excluded for one or two terms or dismissed from the university.

For more information, see http://bulletin.loyno.edu/2006undergraduate/academic_regs/contents.html.

TUTORIAL SERVICES

The Academic Resource Center provides course-related tutoring across the curriculum. Subject areas include Communications. For more information, see www.loyno.edu/arc/

UNIVERSITY POLICY ON SAFETY AND EMERGENCY PREPAREDNESS

At times, ordinary university operations are interrupted as a result of tropical storms, hurricanes or other emergencies that require evacuation or suspension of on-campus activities. To prepare for such emergencies, all students will do the following **during the first week of classes:**

1. practice signing on for each course through Blackboard.
2. provide regular and alternative email address and phone contact information to each instructor.

In the event of an interruption to our course due to the result of an emergency requiring an evacuation or suspension of campus activities, students will:

3. pack textbooks, assignments, syllabi and any other needed materials for each course and bring during an evacuation/suspension.
4. keep up with course work during the evacuation/suspension as specified on course syllabi and online Blackboard courses.
5. complete any reading and/or writing assignments given by professors before emergency began.

Assuming a power source is available,

6. log on to university Web site within 48 hours of an evacuation/suspension.
7. monitor the main university site (www.loyno.edu) for general information.
8. log on to each course through Blackboard or email within 48 hours of an evacuation/suspension to receive further information regarding contacting course instructors for assignments, etc.
9. complete Blackboard and/or other online assignments posted by professors. (Students are required to turn in assignments on time during the evacuation/suspension period and once the university campus has reopened.)
10. contact professors during an evacuation/suspension (or as soon as classes resume on campus) to explain any emergency circumstances that may have prevented them from completing expected work.

Further information about student responsibilities in emergencies is available on the Academic Affairs web site:

<http://academicaffairs.loyno.edu/students-emergency-responsibilities>

UNIVERSITY POLICY FOR STUDENTS WITH DISABILITIES

Loyola University is committed to ensuring equal access and reasonable accommodations for students with disabilities under Section 504 of the 1973 Rehabilitation Action and the 1990 Americans with Disabilities Act (ADA) and to providing support services which assist qualified students with disabilities in all areas of the university. Disability Services was created to ensure the careful implementation of this policy by faculty and staff and to assist students with disabilities in meeting the demands of university policy.

http://bulletin.loyno.edu/2006undergraduate/special_programs/content.html#disability

If you have a disability and wish to receive accommodations, please contact Disability Services at 504-865-2990. If you wish to receive test accommodations (e.g., extended test time), you will need to give the course instructor an official Accommodation Form from Disability Services. The Office of Disability Services is located in Marquette Hall 112.

UNIVERSITY REGULATIONS

[I]t is ultimately the student’s responsibility to comply with the regulations and completion of requirements for his or her chosen program of study.
http://bulletin.loyno.edu/2006undergraduate/academic_regs/contents.html

See also *Grading Breakdown* for specific points.

ASSIGNMENT SUBMISSIONS

See HOUSE RULES: Assignment Expectations and Envelopes for Submissions.

DATES AND DEADLINES

Assignment deadlines are specified in Project Specifications and on the Calendar (*Blackboard*).

Late assignments receive a **50 percent point reduction** off the top. Projects turned in after collection at the start of class are LATE, regardless of how late, even if they are submitted during the class period.

By Oct. 24 – the last day to drop – you will have received at least two grades.

EMAILED ASSIGNMENTS

If you email me an assignment (to avoid late penalties or if you are experiencing printer difficulties), make sure you also do the following:

- send as a PDF **only**.
- send before the deadline.
- follow up to ensure I got it.
- follow up with a hard copy in the appropriate envelope at the next class period (or sooner).

GENERAL GRADING POLICIES

Final grades are determined by adding semester points. Points will not be averaged, nor will they be curved.

All assignments should reflect comprehension of the topic and a clear understanding of the instructions.

Project specifications noted in the syllabus or on handouts must be followed. Failure to follow directions will result in a lower grade.

Late assignments receive a **50 percent point reduction** off the top.

PRESENTATION OF PROJECTS AND PAPERS

Assignments must be typed, unless otherwise specified. Body copy type must be between 10 and 12 points in an appropriate serif font. (*See Type Use Policy on Blackboard.*) Materials must be double spaced, unless specifically stated otherwise.

Papers should be submitted on white 20# bond, one sided, with margins no larger than 1” and no smaller than 1/2”.

Presentation counts; be neat. DO NOT use plastic page protectors. Include your name on everything you turn in. Staple multi-page assignments. DO NOT USE PAPER CLIPS.

TYPE USE POLICY

Body copy should be between 10 and 12 points in an appropriate **serif** font.

DO NOT use any variation of sans serif type (meaning *without feet*) or decorative type as body copy, as both are difficult to read in small sizes and challenge the readers, rather than assisting them in getting through the message. I will not read any assignment written in sans serif type. If you submit materials in sans serif type, I will return it ungraded. If you resubmit, it will be considered late, with appropriate penalties.

Acceptable typefaces for body copy, usually serif and Roman typefaces, include:

Garamond	Georgia
Palatino	Times

Unacceptable typefaces, which include all sans serif and most decorative typefaces, include:

Arial	Century Gothic
Futura	Helvetica

Headlines can be in any appropriate, legible typeface.

WRITING

Grammar, spelling and punctuation must be accurate and reflect professional standards.

We follow AP Style, unless otherwise specified. Failure to use AP Style will result in a lower grade. AP Stylebooks are available in the bookstore.

Assignments submitted in sans serif type will be returned ungraded and will be counted LATE when resubmitted.

ASSIGNMENTS & POINT VALUES

See *Project Specifications* for details

Event evaluations	150 points
Exams	200 points
Miscellaneous	100 points
Peer evaluation	50 points
Final proposal	100 points
Final presentation	100 points

TOTAL 700 points

ASSIGNMENT SUBMISSIONS

See HOUSE RULES for Assignment Submissions and Envelopes for Submissions.

GRADES BY POINTS & PERCENTAGES

A	637-700 points	91-100%
B	567-636 points	81-90%
C	497-566 points	71-100%
D	427-496 points	61-100%
F	fewer than 427 points	< 61%

BONUS POINTS

On occasion, bonus opportunities will arise. Bonus points are added to total semester points.

Late bonus assignments WILL NOT BE ACCEPTED FOR ANY REASON.

COURSE GRADING

To earn a passing grade in this course, you must show competency in the following areas as they relate to events:

- understanding of the planning and execution of a range of all types of events
- developing goals and objectives
- creating and implementing appropriate tactical plans
- identifying and communicating with appropriate publics
- making appropriate facility and vendor selections
- creating effective promotional plans
- developing realistic budgets
- developing realistic timelines and corresponding checklists
- managing on-site operations effectively, efficiently and professionally
- working effectively with a team and with clients
- minimizing risk and preparing for potential crises
- effectively evaluating an event.

These competencies will be evaluated through analyses of case studies, reviews, discussion participation, exams and creation and execution of real-world events.

TEAM MEMBERSHIP & ACTIVITIES

Because event planning operates through teamwork, you will be put into teams at the beginning of the semester. Your team will work throughout the semester on an event plan for the community partner; that plan will include a formal written proposal and presentation before the client during the final exam period.

For each of these, all team members on a team will be given the same grade.

Once you are put into a team, consider a name for your team. The composition of your team will remain constant for the entire semester.

Make a contact list of team members' key information and determine a convenient time and place for meetings outside of class, which will be necessary to complete your team's assignments. You should plan to meet at least once each week to work outside of class to work toward the final project proposal and presentation.

At the conclusion of the semester, you will evaluate your fellow team members (see peer evaluations, *Project Specifications*).

**Late assignments – including resubmits –
receive a 50 percent point reduction off the top.**

FOUNDATION FOR LOUISIANA
10th Commemoration event

Mission

Foundation for Louisiana invests in people and practices that work to reduce vulnerability and build stronger, more sustainable communities statewide. Business goals

- Increase economic opportunities, resources and infrastructure available to low-wealth populations throughout Louisiana, by providing grants and program related investments (PRIs) to proven and promising organizations that benefit vulnerable communities throughout Louisiana.
- Increase the “voice” and leadership capacity of persons from underserved communities, to help them to play a meaningful role in shaping the policies and practices that affect access to opportunity and improved quality of life in Louisiana. Specifically, accomplish this through:
 - 1) providing leadership and civic engagement training, and
 - 2) connecting leadership development to policy efforts at the local, state and federal levels.

Communication Challenge

Foundation for Louisiana will commemorate its 10th year in 2015, coinciding with the 10-year commemoration of Hurricanes Katrina and Rita. Our challenge for the class is to plan a commemoration that:

- 1) lifts up the Foundation’s successes and those of the grantees/partners that we support,
- 2) examines and acknowledges how far New Orleans and the entire disaster-affected region of Louisiana have come in 10 years – and what still needs to be done, and
- 3) highlights the unprecedented policy impact and influence that Louisiana’s rebuilding has had on other US communities that have faced re-development as a result of disasters.

We want this commemoration to serve as a platform for fundraising, and help build an entirely new level of public support for and awareness of our work. Preliminarily, we envision this as a year-long build-up of sorts, culminating in a special event/activity or series of special events/activities, though we are completely open to recommendations from the class.

As background, Foundation for Louisiana was founded as Louisiana Disaster Recovery Foundation (LDRF) in Fall 2005, in the wake of Hurricanes Katrina and Rita, to address urgent personal and public recovery needs while purposefully targeting investments to address long-standing challenges of inequity and disinvestment in Louisiana. Our original funds came from contributions from across the globe, from individuals and organizations stunned by the conditions of families and the lack of governmental infrastructure to respond to conditions high-

lighted by the storm.

In 2011, after an extensive strategic analysis and planning process, LDRF recognized that the work necessary at the current point of the recovery process requires a philanthropic intervention that can elevate the voice of indigenous people, re-affirm local culture and encourage community accountability for every community in Louisiana. To accomplish these goals, LDRF became the Foundation for Louisiana, a permanent response and champion for equity and inclusion.

The Foundation is a grant-making public charity and is not endowed; therefore, fund development is one of its most critical functions. A committed board and small (5-person) staff (including a communications manager) carry on an ambitious agenda of grant making, community investment, leadership development and policy convenings. Our 10-year commemoration presents a unique opportunity to acknowledge our accomplishments and those of the Louisianans who have not just survived the ordeal of ten years ago, but have made strides to increase equity and opportunity in Louisiana. As an organization, we want this commemoration to raise awareness of our work and help us continue what we do for years to come. With our small staff and a volunteer corps of community leaders, we’d welcome the expertise and assistance of talented Loyola students to develop a thorough and creative strategy.

Target Audiences

Among key audiences:

- National and local funders
- Individual donors in Louisiana and Ex-patriots
- Local/state/national decision-makers who shape and implement public policy
- Local/state stakeholders who influence public policy
- Partner and potential-partner organizations that share/complement our mission
- All FFL grantees and investees
- Louisianans who benefit from/have been a part of our work
- Media

Budget

(excluding \$500 reimbursement for class expenses) Preliminarily, budget is somewhere in the range of \$10,000 - \$15,000 (including costs for special event/activities). As noted, we want to see a fund development aspect for commemoration --- this figure assumes fund development.

Timeline

Project to be rolled out in early 2015, culminating with a Fall 2015 Commemoration.

Reading are from Blackboard materials and from *Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events* by Judy Allen (noted as Allen under READ).

AUGUST

25 IN CLASS	MONDAY Working/observing events Introductions/bio sheets online Overview: course assignments, objectives, Networking Night at Loyola	INTRO TO EVENT PLANNING
27 READ	WEDNESDAY Blackboard:	10 Ps of event planning RESOURCES, SKILLS & TOOLS folders
29 IN CLASS:	FRIDAY Syllabus quiz	TEAM WORKSHOP/LOGISTICS

SEPTEMBER

1	MONDAY	LABOR DAY HOLIDAY
3 READ	WEDNESDAY <i>Allen</i>	PURPOSE: Setting objectives Ch. 1; <i>focus on</i> “Determining your event objectives”
5	FRIDAY	TEAM WORKSHOP/OBJECTIVES Client meeting: Lucinda Flowers, Foundation for Louisiana
8 READ	MONDAY <i>Allen</i> Blackboard:	PROGRAM: Determining an agenda Ch. 2, 8, 9, Appendix C PROGRAMS folder, CASE STUDIES folder, GREEN MEETINGS folder, FUNDRAISERS folder
DISCUSSION	What attendees will do; “green” meetings	
10 READ	WEDNESDAY <i>Allen</i> Blackboard:	TIMELINES: Working the plan, one step at a time Appendix C (meeting) BUDGETS & TIMELINES folder
12	FRIDAY	TEAM WORKSHOP/TIMELINES
15 READ	MONDAY <i>Allen</i> Blackboard:	PEOPLE: Identifying audiences Ch. 7 Target audience information
DISCUSSION	determining demographics and psychographics understanding global/cultural audiences’ needs	
17 READ	WEDNESDAY <i>Allen</i> Blackboard:	PLACE: Appropriate venues Ch. 3, 4, 6 Hotels and events, Disney events, public spaces
DISCUSSION	working with contracts and suppliers	
19	FRIDAY	TEAM WORKSHOP/VENUES

SEPTEMBER

22
READ

MONDAY
Allen

PRICE: Determining an event budget
Ch. 1, 8; *review* “How much can you spend”
and “Monitoring the budget”
Appendix A, B
Budgeting best practices

24
READ

WEDNESDAY
Allen

BUDGET: determining costs, revenues
Appendix A, B, C (contact sheets)
BUDGETS & TIMELINES folder

DISCUSSION
IN CLASS
DUE

Blackboard
Creating RFPs, revenue streams to determine event budgets
Events budget exercise (on Blackboard; print and bring to class)
Event evaluation #1 (see *Project Specifications* for details)

26

FRIDAY

TEAM WORKSHOP/RFPs

29
IN CLASS

MONDAY
EXAM #1 distributed

SPEAKER - - to be announced

OCTOBER

1
READ

WEDNESDAY
Allen

PARTICIPATION: gauging attendance
Ch. 5, 7; *review* “Invitations” and “E-vites, CD and
DVD invitations”

DISCUSSION
Setting up information and registration systems (ticket sales and RSVPs)

3

FRIDAY

TEAM WORKSHOP/INVITATIONS

6

MONDAY

PROPRIETIES: Setting the tone for attendees

8
READ
DISCUSSION

WEDNESDAY
Allen

PROMOTIONS: Getting the word out
Ch. 7; *focus on* “Media” and “Media Q&A”
Determining appropriate media channels to promote events

10

FRIDAY

TEAM WORKSHOP/MEDIA RELATIONS

13

MONDAY

FALL HOLIDAY

15

WEDNESDAY

EXAM #1 due

17

FRIDAY

TEAM WORKSHOP/Final Project

20
READ
DISCUSSION

MONDAY
Allen

POSSIBILITIES: Crisis management
Ch. 5, 9; *focus on* “Event risk assessment”
Identifying potential crises and crisis management plans

OCTOBER

22 DUE	WEDNESDAY Event evaluation #2	SPEAKER - <i>to be announced</i> (see <i>Project Specifications</i> for details)
24	FRIDAY	TEAM WORKSHOP/CRISIS PLANNING
27 READ DISCUSSION	MONDAY <i>Allen</i>	POST MORTEM: What worked, what didn't Conclusion Evaluation against goals and objectives Advising registration begins
29 READ DISCUSSION	WEDNESDAY Blackboard: Job opportunities in event planning Professional associations, graduate programs, certifications	CAREERS: Working as an event planner CAREERS & EDUCATION folder

31 **FRIDAY** **TEAM WORKSHOP/EVALUATION**

NOVEMBER

3	MONDAY	SETTING THE SCENE: Prepping for an event
5 IN CLASS	WEDNESDAY	Evaluating and follow up for a major event: Networking Night at Loyola
7	FRIDAY	TEAM WORKSHOP/Final Project
10 READ	MONDAY Blackboard:	SOCIAL MEDIA & EVENTS SOCIAL & DIGITAL MEDIA folder Spring registration begins
12 DISCUSSION	WEDNESDAY	PHANTOM EVENTS: Events that don't happen hosting an event without holding one
14	FRIDAY	TEAM WORKSHOP/Final project
17 DUE	MONDAY	SPEAKER - <i>to be announced</i> Event evaluation #3 (see <i>Project Specifications</i> for details)
19 DISCUSSION	WEDNESDAY	TECHNOLOGY & EVENTS Virtual events and software for event management

NOVEMBER

21	FRIDAY	TEAM WORKSHOP/Final project
24 IN CLASS	MONDAY EXAM #2 distributed	SPECIAL TOPICS: TBA
26	WEDNESDAY	THANKSGIVING HOLIDAY
28	FRIDAY	THANKSGIVING HOLIDAY

DECEMBER

1 DUE	MONDAY	SPEAKER - <i>to be announced</i> Final deadline for Event evaluations (see <i>Project Specifications</i> for details)
3	WEDNESDAY	SPECIAL TOPICS: TBA
5	FRIDAY	TEAM WORKSHOP/Final project
8	MONDAY	EXAM #2 due
12 DUE	FRIDAY	11:30 a.m. - 1:30 p.m. FINAL PRESENTATIONS & PROPOSALS PEER EVALUATIONS (see <i>Project Specifications</i> for details)

EVENT ATTENDANCE & ASSESSMENT REPORTS

[Total of 150 points]

You will attend a number of events during the semester to observe and evaluate. Each event that is posted on Blackboard as an approved event will be given a point value. You will need to accumulate 150 total points in this category.

Two events are mandatory.

- SMC Kickoff = worth 25 points (sign in is required; analysis and evaluation sheet is required)
- Networking Night at Loyola = worth 50 points (sign-in is required; analysis and evaluation sheet is required)

At all events, you will need to observe and evaluate the effectiveness of the planning and execution of each event. Then you will write a short (one-page) report on each event (unless specified otherwise) that contains three paragraphs. The header should include your name as well as the name, date, location and purpose of the event.

The report should give a **one-paragraph** synopsis of the event and a **one-paragraph evaluation** of the event. Did they show evidence of effective and professional event planning? Did they adhere to the 10 Ps? The last paragraph is your **brief explanation** of what you would do differently in future years. Be specific.

A sample event eval report is posted on Blackboard.

Grading breaks down as follows: Presentation (20 percent), Synopsis (20 percent), Evaluation (20 percent), Explanation (20 percent), Other (20 percent). (See grade sheet on Blackboard under *Syllabus/Grading*.)

EXAMS

[100 points each x 2 = 200 points]

Each exam is a take-home test covering information from the classes noted for that exam period. Exams cover readings, lectures, discussions, activities and speakers.

You will have approximately two weeks to work on each exam. The exams' specifications will include all details and requirements, along with the grading specifications. The exam must be turned in **NO LATER THAN** the beginning of class on the day they are due. Late assignments receive the usual 50 percent point reduction.

All grading policies will be in effect for these exams, particularly submission requirements (envelope, form) and professionalism.

FINAL PROJECT

Proposal and Presentation for Nonprofit

[200 total points]

Each FFL team will work together to develop a

proposal for a major event for the designated class community partner, a nonprofit organization selected from a pool of applicants that filled out an RFP, were evaluated by a review panel, were interviewed by a faculty panel and then were selected for this course.

The proposal should incorporate all major aspects of event planning and management, and it must be as detailed and accurate as possible. A more detailed explanation of the contents of the proposal will be provided during the semester.

There are two major elements of the proposal: **a written event proposal** and a **live team presentation of that proposal for the nonprofit community partner**. The specifications are detailed under *Final Project (Proposal/Presentation)* in this syllabus.

**NETWORKING NIGHT 2014

One team will be selected to organize and execute Networking Night at Loyola, sponsored by the School of Mass Communication (SMC). Net Night will be held on Tuesday, Nov. 11 from 6:30 to 8 p.m. in Studio A (4th floor, Communications/Music complex).

In lieu of the final presentation and proposal, the Net Night team will provide a written report on the event, summarizing activities and making recommendations for future events.

Additional information is included on "working Networking Night at Loyola," next page.

PEER EVALUATIONS

[50 points]

You will evaluate each member of your team in a variety of areas, including your ability to act as an effective part of the team in the preparation of the final proposal and execution of the final presentation, as well as your work on Networking Night.

The form is available on Blackboard and must be completed with additional (typed) sheets as specified on the evaluation form. You will not evaluate yourself.

All scores will be averaged. You will receive a final score based on 50 points.

If you fail to complete a peer evaluation (complete with typed comments), you will receive a ZERO for this assignment, regardless of how your peers scored you.

(See form on Blackboard.)

MISCELLANEOUS

[100 points]

Miscellaneous points will be earned from pop quizzes, participation activities and incidental activities during the semester. Missed miscellaneous points cannot be made up.

Networking Night at Loyola, the SMC's annual internship fair, is an opportunity for students from the SMC and other area universities to meet with communication professionals in a social arena to facilitate networking for the purpose of establishing internship/job connections.

Nonprofits, media agencies, PR and advertising professionals, corporations, sports teams and other organizations are invited to set up a table to introduce themselves and their opportunities to students.

THIS IS NOT AN INTERVIEW EVENT. This is a meet-and-greet, with students collecting business cards and talking to representatives about future internships/jobs.

NETWORKING NIGHT AT LOYOLA 2014

Networking Night at Loyola, sponsored by the School of Mass Communication (SMC), will be held on Tuesday, Nov. 11 from 6:30 to 8 p.m. in Studio A (4th floor, Communications/Music complex).

INVITEES: *Students from:*

- Delgado
- Dillard
- Holy Cross
- Loyola
- UNO
- SUNO
- Tulane
- Xavier

**INVITEES:
VENDORS**

The professionals invited to Networking Night at Loyola come from a variety of industries, but all offer internships/jobs that are related to our programs in the SMC. They don't sell anything but we call them "vendors" to distinguish them from the invited students.

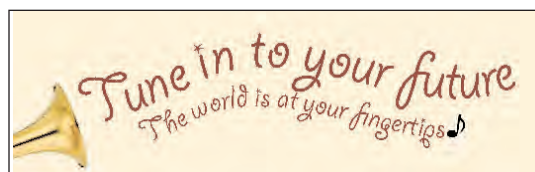


Professionals from media-based organizations are also invited, as well as all entries in the SMC Internship database. Due to space limitations, the organizations represented are limited to the first 25 that RSVP with their \$25 space reservation fee.

Some of our past vendors have included:

- Accent on Arrangements
- AdvanceNOLA
- Alliance for Affordable Energy
- ASI Federal Credit Union
- Bond PR & Brand Strategy
- Brain Injury Association of La.
- The Building Block
- Catholic Charities
- City Business
- Community Legal Defense & Services of NO

- Deveney Communication
- Deutsch, Kerrigan & Stiles
- Ehrhardt Group
- Elevate USA
- Employola
- Episcopal Community Services
- Fashion Week New Orleans
- FSC Interactive
- Fuel Magazine
- Gambel Communications
- Girls on the Run NOLA
- Good Shepherd School
- Green Light New Orleans
- Gulf Restoration Network
- Hands On New Orleans
- Team Happy Johnson
- HEROfarm
- Hyatt Regency New Orleans
- IABC
- Il Stratega
- IntheKNOWla.com
- Jambalaya News
- Office of James Carville
- King, Krebs & Jurgens
- La. Cultural Economy Fdn.
- The Lens
- Loyola Intern Abroad
- LA. Justice Institute
- The Maroon/The Wolf
- Media Hound
- Mudbug Media
- New Orleans Outreach
- neworleans.com
- NO VooDoo Arena Football
- NO Zephyrs baseball
- Nola Vie
- Offbeat magazine
- Pelican Publishing
- PlayNOLA
- Red Six Media
- St. Charles Ave./New Orleans Bride magazines
- SENO
- Spears Consulting Group
- Tales of the Cocktail
- TeachNOLA
- Touro Infirmary
- Trinity Christian Community
- United Way
- Vivid Image Consulting
- WHNO/SportsNOLA
- World Trade Center
- WWL-TV



The Net Night team will cover the following assignments, as well as others to be determined.

Archives from past events and details for the 2014 event will be available through email, Blackboard and discussions.

Promotions:

We want to take advantage of social networking to drive more students to the event, as well as more professionals.

We need to utilize not only Loyola student media but all other colleges' student media to promote the event, including PSAs on radio/TV stations and media releases to newspapers.

- create and disseminate social media messages (including plasma screen)
- handle media relations, including pre- and post-event publicity, on and off campus
- ensure sponsor/vendor coverage
- create and distribute invitations to students and professionals from databases
- detail timeline for all event activities
- maintain RSVP list
- arrange for event photographer

Expectations include but are not limited to:

- at least one social media message a day beginning in early October
- at least two pre-event media releases and at least one post-event media release
- a story in The Maroon (print or online)
- a save-the-date email to local universities by Sept. 15
- day-of reminder emails to vendors no later than Oct. 29

Hospitality:

- oversee actual event, troubleshoot critical issues
- greet all guests and show them into the venue
- handle registration during event
- arrange staffing for event

Expectations include but are not limited to:

- schedule of needs no later than Oct. 6
- complete schedule no later than Oct. 20 in conjunction with Logistics
- ensure Operations provides signage for Studio A and reception area, first floor doors, 4th floor atrium area no later than Oct. 27

Operations/Logistics:

The focus is not on the room but the people in the room. While we want to avoid the appearance of a stark, blank studio, we don't want to focus too much attention – or money – on decorations.

- oversee room setup and clean up
- set up and clean up registration area

- create and set out nameplates on vendor tables
- create and disseminate appropriate signage (directional, location, informational)
- identify and arrange any additional activities related to the event (e.g., photo booth, student organizations)
- create and install decorations, if appropriate

Expectations include but are not limited to:

- additional activities secured and confirmed by Oct. 19
- provides information to other teams as they relate to that team's assignment
- a detailed week-by-week timeline no later than Sept. 15
- a detailed day-of timeline no later than Oct. 20
- confirmed photographer by Oct. 20

Follow-up:

- create databases of registered attendees (vendors and student guests)
- disseminate databases to all attendees
- write thank you notes to all vendors and sponsors
- create an evaluation for vendors, disseminates and analyze all evaluations

Expectations include but are not limited to:

- send out evaluation forms to all participants no later than Nov. 19
- send all thank you cards and databases out no later than Nov. 26

IN THE EVENT of a sponsor coming forward to fund a pre-event meet-and-greet, the team will be responsible for a **sponsor reception**, held before the event.

FINAL REPORT:

THE Networking Night team will present a FINAL REPORT worth 200 points. No presentation will be required. Attendance at the other teams' final presentations is mandatory.

The report is a team effort, but it must include information on individual contributions. Specifications are posted on Blackboard for the final report (*NN@L final team report*).

The Networking Night team will also be required to complete and submit the peer evaluation form.

GENERAL FINAL PROJECT INFO

The final project is an event proposal that incorporates all major aspects of event planning and management for the event created for Foundation for Louisiana. It must be as detailed and accurate as possible. **Be creative but be strategic.** Don't try to incorporate too much into one event. Do a good job; don't do a complicated job.

The client will be one that you select through random draw at the beginning of the semester. You will have the entire semester to work on the final proposal and presentation, and you will need to make time each week to meet outside of class to develop the parts of the plan as you learn about them in class.

Ask for help! In addition to the text and resources posted on Blackboard, use guest speakers – and me! – to test ideas or to get general feedback.

This is a team project; all members of the team receive the same grade on each part of the project.

FINAL WRITTEN PROPOSAL

The written part of the proposal is an instruction manual for the client to use to implement your plan, should they choose to.

Any good plan starts with a brief overview of the event. Introduce your idea/theme/concept and explain very concisely what will go on and why you think this is a good plan for the client. Provide a rationale for having any event, especially this one, and strategy behind your chosen event.

The tactical explanation of the event proposal must be as complete as possible, providing all **10 Ps of Event Planning**. It should also include:

- timeline
- budget with RFPs
- promotional activities
- programming
- evaluation procedures
- crisis plan

SUBMISSION OF WRITTEN PROPOSAL

Submit two copies of the final written proposal: one for grading, one for the client. Include a CD/DVD with "live" files (documents that can be edited) of the key elements of your auxiliary materials.

Submit your written proposal in a 3-ring binder so that the client can use the materials inside for the actual event. Make sure you create a cover sheet and a spine insert. Use tabbed dividers that are clearly and professionally marked.

You may want to make personal copies of the plan for your own portfolio. Your proposals will not be returned; however, a copy of the final grade sheet will be available to you.

The written proposal is worth 100 points. Grade sheet is posted on Blackboard under *Syllabus/Grading*.

It is due during the final exam period on Dec. 12.

FINAL PRESENTATION

Each team will do a 15-20 minute presentation on your event proposal (a pitch). All teams will present at the same time: during the final exam period on Dec. 12.

A presentation is an event itself; therefore, you will need to give it a great deal of thought and preparation. Your presentation should not only convey the major points of your proposal; it should incorporate the aspects of effective event planning and management. **DO NOT** regurgitate or read directly from your written project. Summarize the key points and "sell" your proposal.

Each team's presentation must incorporate all members of the team. You can use any method of presentation (except mime).

The presentation is worth 100 points. Grade sheet is posted on Blackboard under *Syllabus/Grading*.

Presentations will take place during the final exam period, Dec. 12.

In your presentation:

- You may use a slide presentation (e.g., PowerPoint, SlideRocket, Prezi), handouts, posters or other audiovisual aids.
- It is your responsibility to secure any A/V equipment you need. It is also your responsibility to make sure you understand how the equipment works and to do a trial run before your presentation begins.
- If your team isn't ready to present at your designated time, the team will receive a grade of zero for the presentation.

About presentations:

- Be creative but be professional.
- Stay on topic and on time. Points will be deducted from your grade for running long or short.
- Rehearse out loud. Be sure you know how to pronounce all the words, particularly unusual names.
- Make sure your presentation aids (slides, maps, posters) can be seen by the entire audience, including those in the back.
- Rehearse as a team to understand how each person's role fits into the overall presentation and to stay within time limits.
- Be prepared for Q&A at the end.

(See additional information on presentations on Blackboard.)