William F. Harrah College of Hospitality

College of Hospitality Program Outcomes

Communicate effectively in written, spoken, visual and digital modes to different audiences (e.g., industry leaders, employees, employers, faculty, and peers) Develop knowledge of the global and multicultural hospitality industry.

Understand issues in ethics, diversity, and inclusion.

Apply critical thinking to hospitality management problems.

Evaluate critical hospitality management concepts.

Class Details

We are looking forward to working with you and expanding your knowledge events and event management. As such, it will draw on some of the disciplines you have studied throughout your academic career to date.

It is important to remember that this is an in person on campus class and will require your physical attendance at the set times/days indicated. You are here to not only apply the knowledge that you have already learned but also to develop new skills and knowledge that will assist you as you move forward in your future academic life.

Teamwork, effective communication, trust, and hard work will be the cornerstones of this course and look forward to a great semester with you all.

Public Health Directives

Face coverings are currently mandatory for all faculty and students in the classroom. Students must follow all active UNLV public health directives while enrolled in this class. UNLV public health directives are found at Health Requirements for Returning to Campus. Students who do not comply with these directives may be asked to leave the classroom.

Refusal to follow the guidelines may result in further disciplinary action according to the UNLV Student Conduct Code, including being administratively withdrawn from the course.

Recommended Reading

Allen., J. (2002) The Business of Event Planning: Behind-the-Scenes Secrets of Successful Special Events. John Wiley & Sons Canada Ltd.

Falkner, D. (1999). *Convention and Banquet Management*. Toronto: Ryerson Polytechnic University.

Damm, S. (2011). Event Management: How to Apply Best Practices to Small Scale Events. ProQuest Ebook Central http://ebookcentral.proquest.com/lib/unlv/detail.action?docID=887540.

Jones., M. (2010) Sustainable Event Management: A Practical Guide. Earthscane . UK

Goldblatt, J. (2011). *Special Events: A new generation and the next frontier* (6th ed.). New Jersey: John Wiley & Sons.

Raj,. R. Paul Walters,. P. Tahir Rashid., T. (2012) Events Management (3rd edition). Routeldge. London

Rutherford Silvers, J. (2004). *Professional Events Coordination*. New Jersey: John Wiley & Sons.

Taylor, D. (1981). *How to Sell Banquets: The Key to Conference and Function Promotion* Boston: CBI Publishing Company, Inc.

Van Der Wagen, L. (2007). Event Management, for tourism, cultural, business and sporting events (3rd ed.). Frenches Forest, NSW: Pearson Education Australia.

Van Niekerk, T (2017) Contemporary Issues in Events, Festivals and Destination Management. Place of publication not identified: Emerald Publishing Limited, Online access.

Journals

Almeida, A., Teixeira, S.J. and Franco, M. (2019), "Uncovering the factors impacting

Event and Festival Management, Vol. 10 No. 3, pp. 217-247.

Berry, T. and Faulkner, G. (2019), "Evaluation of sport participation objectives within a health-focussed social marketing sponsorship", International Journal of Sports Marketing and Sponsorship, Vol. 20 No. 2, pp. 206-223.

Government-

Vol. 10, No. 2, pp. 174 88.

Luonila, M. and Kinnunen, M. (2019), "Future of the arts festivals: do the views of managers and attendees match?", International Journal of Event and Festival Management, Vol. 11 No. 1, pp. 105-126.

Meleddu, M., Melis, G., Pulina, M. and Zapata-

member. All team members are expected to attend and participate in lectures and breakout sessions.

It is also important that team members meet outside the structured course times on a regular basis to integrate knowledge, concept and capacities from different parts of their learning experiences. This can be undertaken through a Google chat, Google document, Zoom or other suitable platforms.

Management Team Structure

Management Teams General Responsibilities

Each Management Team is responsible for the coordination and development of their allocated roles and responsibilities This may include: overall theme, marketing, detailed design and layout of actual and virtual event, décor and ambiance, establishing and meeting sales goals, staffing assignments and evaluation, SWOT analysis and final project.

Team Manager

Will participate and oversee the total operation and team members involved. The focus of the team manager is to organize their staff in the completion of all work required, to include the development and the completion and organization of all final written materials in consultation with all group members. A team organizational chart

Marketing Team

Will oversee the total marketing of the operation, to include all tools necessary to facilitate the event. The Marketing Team working in conjunction with all their team managers will assist in developing theme, concept and target markets to market the dinner series and final grand tasting event. The focus of this position includes but is not limited to assist in the development of all advertising of the event: website, social media, print media, and presentation materials required. Work closely with stakeholders and all team managers

Social Media and Communications Team

Will promote the Dinner Series and Final Mini Grand Tasting, the vision, mission, products and/or services. Work closely with other members of the management teams and stakeholders to shape the image and values, as well as the appropriate methods to communicate them to the public for the forthcoming events. Identify possible press opportunities and develop content to be disseminated via social media, websites, newsletters, press releases and any other distribution channels. The communications team ensures messaging aligns with key strategies.

Auction Live and Silent Team

Responsible for the collection, storage and bundling of received sponsorship items. Each item will be recorded, allocated either to live or silent auction. All necessary documentation to be up to date and kept in the team portfolio. Coordinate the final event days auction items both silent and live auction for viewing. Work closely with stakeholders and all team managers

Sponsorship Coordination Team

Will coordinate and work closely with stakeholders and other team managers in coordinating sponsorship for the Dinner Series and Final Mini Grand Tasting, Work with other team managers in drafting sponsorship letter. Identify possible sponsors, communicate with nominated organization. Keep an up to date spreadsheet of the items received for sponsorship.

Ticket Sales and Promotion Team

Responsible for the collection, allocation and recording of ticket sale. Arrange tabling days in discussions with Logistics Organization Team. All necessary documentation to be up to date and kept in the team portfolio. Coordinate the final event days collection and purchase of additional tickets. Work closely with stakeholders and all team managers

Volunteer Coordination Team

Responsible for the recording and allocation of volunteers for the dinner series and final Mini Grand Tasting event. Arrange tabling days in discussions with Logistics Organization Team. All necessary documentation to be up to date and kept in the team portfolio. Coordinate the final event days distribution and allocation of volunteers. Work closely with stakeholders and all team managers

Logistics Organization Team

Logistics team is responsible for the coordination and layout of the final grand tasting. Also required to support tabling days and arranging equipment as needed. All necessary documentation to be up to date and kept in the team portfolio. Coordinate the final event days distribution and allocation stalls and additional equipment and fixtures as necessary. Work closely with stakeholders and all team managers

Audio Visual, and Virtual Event Coordination Team

This team will work with all other teams and important stakeholders. Will coordinate all audio and hybrid design matters relating to the final mini grand tasting, helping to ensure that the different managers developing and building the event work together smoothly and that everything is delivered on time and within budget. Will ensure the final grand tasting is available as a virtual event to the participants and general public.

Format for Written Assignments

Points will be deducted for assignments that do not follow the requirements below or look unprofessional. Microsoft Word is the only acceptable format. It is your responsibility to ensure that the submission can be opened by the instructor if submitted through canvas.

12-point Times New Roman font wi

8 ½ x 11 paper, portrait orientation

1.5 inch spacing

Use tables to display data or small amounts of information in categories.

Use headings and subheadings to organize information.

Use bullet points and short, focused paragraphs instead of lengthy discussions.

To obtain a high grade for your effort it is highly recommended you proofread before submitting your assignment.

Check grammar, punctuation, and spelling.

Your name and other team members should be on every assignment submitted All group assignments should have a cover sheet listing the names, positions and contributions of each member.

References must be in APA format and must include a title, date and author even if they are from the internet. References simply listed with web addresses will receive no credit. Visit this <u>site</u> for more information. *Any text_with more than 6 words quoted from another source must be in quotes and referenced correctly.*

Copying material greater than 6 words is not permitted, even with a citation. Paraphrase your support materials. Failure to follow this rule will be considered plagiarism and reported to Academic Affairs.

Assignments, Evaluation Procedures, and Grading Policy

Picture and biography posted to WebCampus (50 Points)

Each student is to post a recent *head shot* picture into the assignment folder on WebCampus. A short biography (300 words approx.) to be posted onto WebCampus before the commencement of the first class by 11.59pm Tuesday 18th January (See Assessment Rubric B)

Team Presentation (100 Points)

Each member of their team will report back to the class as scheduled each week. A total of two short presentations by each team member will be required to fulfill this assessment.

Marketing Team

Social Media and Communications Team

Auction Live and Silent Team

Sponsorship Coordination Team

Ticket Sales and Promotion Team

Volunteer Coordination Team

Logistics Organization Team

Audio Visual, and Virtual Event Coordination Team

(See Assessment Rubric C)

Ticket Sales (150 points)

Each student is expected to sell 15 ticket to the Final Event (Mini Grand Tasting) as part of their course requirements. (See Assessment Rubric D).

Selling tickets/volunteer recruitment on campus (100 Points)

Each student is required to participate in three (3) table days that will be arranged and coordinated by the ticketing team

Auction Items obtained (200 Points)

Each student is required obtain auctions (silent or live auction) items to the value of USD\$1000 or above, as part of their course requirements.

Participation within your team (100 Points)

member is important to the overall outcome of this event and will be evaluated

- Peer evaluation
- o Instructor evaluation

Present at the Final Event (100 Points)

Each student will be required to attend the final event. If you miss this event you will be unable to make-up the class requirements until the following year.

Documentation to justify an absence for emergencies such as: a documented illness, car accident or family tragedy will be required. Having to be at your place of employment is NOT a reason for being absent.

Final Group Portfolio (200 Points)

Each team is responsible for their final Portfolio. This documentation will demonstrate work undertaken during the whole event, from planning to final execution. This is the final, but most important part of the course requirements as it

Assessment Summary

Task	Tool	Points	Due Date
Picture and biography posted to Canvas	Rubric A	50	18/01/2022
			11.59pm
Team Presentations each week x 2	Rubric B	100	02/02/2022-
			11/05/2022
Ticket Sales	Rubric C	150	02/02/2022-
			06/05/2022
Selling tickets/volunteer recruitment on campus	Rubric D	100	03/09/2022-
			06/05/2022
Auction Items Obtained	Rubric E	200	02/02/2022-
			06/05/2022
Present at Financian		100	05/06/2021
Final Group Portfolio		200	05/11/2022

Participation within your team

Portfolio Assignment

Each team will complete a portfolio. Students will demonstrate competence with research in assignments to contextualize the event management process. This documentation will demonstrate work undertaken during the whole event, from planning to final execution. This is the final, and most important part of the course requirements as it will help and assist your colleagues in

Due date: Week 17 at 11.29 am.

*Late submission will be heavily penalized (one day 30% of the assignment marks) 2 days overdue will not be accepted.

Cover Page and Portfolio Structure

Assignment: Final Team Portfolio

Name of Final Event:

Team Name:

Class: TCA 410 Meetings/Events Culminating Experiences Section1001/1002

Team Names, Positions, Head Shot and contribution to portfolio assignment

Team Manager (TM): Place name and head shot here

Completed the introduction and conclusion of the portfolio. Coordinated team final

Structure of Portfolio

Front Cover Page:

As above

Introduction:

Information concerning your roles and responsibility throughout the semester and final event

Event objectives

Discussion with other team members and teams as to key objectives and overall goals to be included here

Planning of Event:

and planning the final event.

Main contact person/s your team had discussions with Copies of correspondence: letter and mail sent and received

Final rundown sheet from of your team

Market segment:

Who were/are your market segment, why have you targeted this sector, how will you reach them?

Identify and discuss why have you chosen this form of advertising and marketing, justify your selection.

If necessary, explain how you built your Website and other forms of media platforms How will/was this be used to promote the final event.

Information Gathered:

How did the breakout session and lectures support your learning throughout the semester

Breakout sessions:

Dates

Attendees

What was discussed

What did the group learn that supported their progress

Lecturers:

Dates

What was discussed

What did the group learn that supported their progress

Pre-event check list:

Location:

Include the teams pre event rundown sheet and subsequent event day run down sheet Where will the virtual /hybrid event take place

Event set up:

Explain how the venue was arranged, loading in etc Schematic/Map/Floor Plan Clearly label the separate stations for food and beverage Include the venue capacity Include photos

Technology set up:

Digital advertising poster if used to advertise final event Website (*site address on cover page*) Social media Virtual coverage

Management roles and responsibilities

Indicate the roles and responsibilities of each team member. Include information that covers their responsibilities during the semester, dinner series attended, prior to, during and concluding the final event

Your Management Team is responsible for the coordination and development of stated goals. You should allocate certain roles and responsibilities to each team

Weekly Teaching Schedule

Week	Date	Activities to be addressed in the lecturers	Assessments and FOH Training
1	01/19/2022	Administration: Introduction to Lecturers	Post picture and biography in
		Overview of course and assessment materials	
		History and highlights	
		Overview from UNLVino 2019	
		Separate students into assigned FOH Teams	
		Discussion on each Teams roles and responsibilities	
		Event Management Lecturer	
		Introduction to Event Management	
2	01/26/20212	Southern Glazers Wine and Spirit Presentation.	
		Theme Mini Grand Tasting	
		Dinner Series	
		Venues	
		Roles and responsibilities	
		Management teams and positions allocated	
		Team Scheduled Breakout Sessions	

3 02/02/2022 **Group Presentations**

Feedback from each team

Event Management Lecturer

Difk 93.775 reW* n /P &TW* .08 457.13 Tm0 g0i9/

Week	Date	Activities to be addressed in the lecturers	Assessments and FOH Training
8	03/09/2022	First Dinner Series this Week Group Presentations Feedback from each team Event Management Lecturer Event design and décor Guest Speaker Scheduled	First Team Presentations
9	03/16/2022	Team Scheduled Breakout Sessions SPRING BREAK NO CLASS SCHEDULED	
9	03/10/2022	SI KING BREAK NO CLASS SCHEDULED	
10	03/23/2022	Group Presentations Feedback from each team Event Management Lecturer Fund raising and Sponsorship Team Scheduled Breakout Sessions	Second Team Presentations
11	03/30/2022	Site Visit: To Be Confirmed	Second Team Presentations FOH Service training Dinner service Beverage Service
12	04/06/2022	Group Presentations Feedback from each team Event Management Lecturer Public relations and promotions Team Scheduled Breakout Sessions	Second Team Presentations FOH Service training Dinner service Beverage Service
13	04/13/2022	Group Presentations Feedback from each team Event Management Lecturer Event marketing Guest Speaker Scheduled Team Scheduled Breakout Sessions	Second Team Presentations FOH Service training Dinner service Beverage Service

Group Presentations

14

04/20/2022

Feedback from each team

Event Management Lecturer

Second Dinner Series this Week

Organizational skills for different events

Team Scheduled Breakout Sessions

Week	Date	Activities to be addressed in the lecturers	Assessments and FOH Training
17	05/11/2022	Final Group Portfolio	Team Leader Presentations
		Group Presentations	Participation within your team
		Feedback from each team	Peer evaluation
		What went right	Instructor evaluation
		Where the improvement can be made	

Grades

In all cases, the point values noted for each assignment are indicated as UP TO a certain value which is the maximum that can be earned for a high-quality assignment submission.

The actual points earned may be from zero to the maximum indicated, depending on the

on WebCanvas for all the assignments and also in this document. Please check your Syllabi prior to required submission dates.

Grading Scale

Administrative Requirements

Makeup Classes

Make-up opportunities are only allowed with an excused absence (Note: Job or anything work related is not an excused absence). The instructors will follow all university policies regarding making up work due to absences for religious holidays

The instructor will check emails and answer questions during the office hours listed at the beginning of the syllabus. If you email after that time you may not get a response until the next office hours. Emails sent after office hours on Friday will not be responded to until Monday office hours, do not leave questions until right before an assignment is due.

Teaching Practices

As UNLV Hospitality College faculty members we aim to create a positive learning environment for our students to help them learn effectively and develop into hospitality and tourism professionals. We will:

Treat students with respect and with integrity and develop and maintain professional relationships with students based upon their best interests; Be consistent by setting and maintaining expectations and pace of work for all students;

Manage student behavior and classroom incidents fairly, sensitively and consistently, using rewards and sanctions sensibly;

Prepare our subjects thoroughly and keep up to date with subject content and pedagogy to help students learn and apply;

Я