

HTM 2070  
Event Management  
W21 \* 0.5 Credits

### General Course Information

**Instructor:** Norm O'Reilly  
*Email* [noreilly@uoguelph.ca](mailto:noreilly@uoguelph.ca)  
*Office Location* Online  
*Office Hours* Friday's – 8:30am to 10:00am (Zoom link to be shared)  
*Department/School* HFTM

**Class Schedule:** Lectures – Monday 1pm to 2:30pm

Seminar Tutorials – You **MUST** attend your assigned section **only**:

- Wednesday – 8:30am to 9:50am
- Wednesday – 11:30am to 12:50pm
- Wednesday – 1:30pm to 2:50pm
- Friday – 10:00am to 11:20am
- Friday – 11:30am to 12:50pm

Note: there are no tutorials in weeks #1 & #11

**Tutorial Instructor** Lance Warwick - [lwarwick@uoguelph.ca](mailto:lwarwick@uoguelph.ca)

**TA** Xiaochen Pan - [xpan03@uoguelph.ca](mailto:xpan03@uoguelph.ca)

**Pre-requisites:** 1 of HTM\*1000, HTM\*1160, HTM\*1700

**Classroom:** Zoom (details to follow on courselink site for the class)

### Course Description

This course examines the sales, servicing, and management of events, meetings, conventions, exhibitions, and trade show industries. Emphasis is placed on skill development in terms of the ability and know-how of organization an event or event-related activities.

The course content takes a holistic view to event management, considering conferences, major sport events, minor sport events, meetings, trade shows, and other properties that are held in both static (e.g., stadium, arena, pool, concert hall, conference centre, etc.) and dynamic (e.g., run course, park, downtown, etc.) environments.

## Course Learning Outcomes

**Upon successfully completing this course, you will be able to:**

### **Knowledge and Understanding:**

1. Distinguish between the different types of events and their markets.
2. Understand the scope of the events industry in terms of types of events/meetings, who holds events/meetings, and emerging types of event/meeting facilities.
3. Understand the various types of events and facilities.
4. Identify resources available to event planners.
5. Identify the services required before, during, and after a successful event.

### **Discipline/Professional and Transferable Skills:**

6. Generate resources from event hosting.
7. Understand various types of sales and marketing communication strategies in events.
8. Synthesize information to assist in the marketing and planning of events.
9. Understand the purpose of negotiations between event planners and hospitality offerings, and outline how to prepare for such negotiations.
10. Create an operational plan to implement an event, including budgeting, resourcing, volunteers, services, security, and sponsorship.

### **Attitudes and Values**

11. Describe the challenges that event managers face a COVID and post COVID environment.
12. Understand the shift to digital events that is happening and that will continue to happen.

## Summary of Course Content and Materials

Course content will be based on an applied learning model, where content will be shared and read ahead of time, then applied in class via case study, application and or projects. The course has a large lecture and small tutorial format. The lecture will be used to share/convey content and the tutorial to dig into that content.

## Course Assessment

The course assessment is based on three forms of assessment as follows.

1. **Event Operation Plan** – 50% of Final Grade - you will be allocated to a group (in your tutorial) and provided an industry project with a client. Each group will have a different project and a different client. The final deliverables include the plan and a group presentation of that plan. The completion of the plan will address Learning Objectives 4, 5, 6, 7, 8, 9, and 10.

2. **Final Exam** – 25% of Final Grade – at the end of the course, a final exam will be held that will test you on your knowledge of events and event management. The content of the final exam will address Learning Objectives 1, 2, 3, 11, and 12.
3. **Tutorial Work** – 25% of Final Grade – in each of the tutorial sessions (not including the ones devoted to final work on client projects), a deliverable will be handed in at the end of the session. Details provided in tutorial.

## Course Resources

### Lectures

The course is organized as zoom lectures, synchronous format, with the professor and small class tutorial sessions (5/week) led by the tutorial instructor. Lectures are held once/week and attendance is mandatory.

Tutorials are also held via Zoom, but in small class settings with the tutorial leader. They are synchronous delivery as well and you are expected to attend all sessions.

Deductions will be made for those who do not attend class and who do not have an approved reason to miss class.

### Course Schedule

Note that any changes to the schedule will be posted on the course link site for the course.

Week	Schedule	Date & Time	Readings	Deliverables
Topic #1: Introduction to Events – Weeks 1 to 3				
1	Lecture	Mon, Jan 11th, 1pm	Foster Chapters 2, 3	None
1	Tutorial	NO TUTORIALS IN WEEK #1		
2	Lecture	Mon, Jan 18th, 1pm	Foster Chapters 11, 16	None
2	Tutorial	Wed/Fri (Jan 20/22)	Case Study #1	Tutorial Hand-In (case study)
3	Lecture	Mon, Jan 25th, 1pm	Allen Chapters 1, 2, 3	None
3	Tutorial	Wed/Fri (Jan 27/29)	The Operational Plan	Tutorial Hand-In (pro-forma operational plan)
Topic #2: Client Project Kick-Off – Weeks 4 and 5				
4	Lecture	Mon, Feb 1 <sup>st</sup> , 1pm	Project Introduction	None
4	Tutorial	Wed/Fri (Feb 3/5)	Groups, client intro, plans	Tutorial Hand-In (project plan)
5	Lecture	Mon, Feb 8 <sup>th</sup> , 1pm	Foster Chapters 4, 8, 9, 10	None
5	Tutorial	Wed/Fri (Feb 10/12)	Case Study #2	Tutorial Hand-In (case study)
February 15 <sup>th</sup> to 19 <sup>th</sup> – NO CLASS AND NO TUTORIALS – Spring Break				
Topic #3: Event Management Fundamentals – Weeks 6 and 7				
6	Lecture	Mon, Feb 22 <sup>nd</sup> , 1pm	Allen Chapters 4, 5, 6, 8	None
6	Tutorial	Wed/Fri (Feb 24/26)	Client Project Work	None
7	Lecture	Mon, Mar 1 <sup>st</sup> , 1pm	Allen Chapters 7, 9	None
7	Tutorial	Wed/Fri (Mar 3/5)	Client Project Work	None
Topic #4: Event Revenue & Resources – Weeks 8 to 10				
8	Lecture	Mon, Mar 8 <sup>th</sup> , 1pm	Foster Chapters 13, 14	None
8	Tutorial	Wed/Fri (Mar 10/12)	Case Study #3	Tutorial Hand-In (case study)
9	Lecture	Mon, Mar 15 <sup>th</sup> , 1pm	Foster Chapters 17, 18	None
9	Tutorial	Wed/Fri (Mar 17/19)	Case Study #4	Tutorial Hand-In (case study)
10	Lecture	Mon, Mar 22 <sup>nd</sup> , 1pm	No Reading	None
10	Tutorial	Wed/Fri (Mar 24/26)	Event Budget handouts	Tutorial Hand-In (budget)
Topic #5: COVID and Events: The Digital Challenge – Week 11				
11	Lecture	Mon, Mar 29 <sup>th</sup> , 1pm	Lecture materials	None
11	Tutorial	NO TUTORIALS IN WEEK #11		
Topic #6: Course Finale – Client Presentations – Week 12				
12	Lecture	Mon, Apr 5 <sup>th</sup> , 1pm	Client Presentation Prep	None
12	Tutorial	Wed/Fri (Apr 7/9)	Client Presentations	Presentation + Deck
Final Exam				
*	Exam	Tues, April 27 <sup>th</sup> , 8:30am	Full course	Final Exam

## Course Resources

### Required Texts:

Allen, J. (2009). Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events 2nd Edition, Wiley Publishing.

Foster, G., O'Reilly, N., & Davila, A. (2020). Sports Business Management Decision- Making Around the Globe, 2<sup>nd</sup> Edition, Routledge: Taylor & Francis Publishing.

### Other Resources:

The professor and tutorial leader will circulate materials for class and the tutorial sessions. These are materials authored by the professor and, as such, do not need to be purchased.

## Course Policies

### Grading Policies

Unless you have discussed an extension well ahead of the due date with the instructor, late penalties of 5% of the total grade earned per day (including weekends) will be assigned to any assessment (i.e. deducted from the total mark). Extensions will only be granted on the basis of valid medical or personal reasons, and need to be requested via email to the instructor as soon as possible. Late assignments will not be accepted once graded assignments have been returned officially to the class at large, unless circumstances permit and alternative arrangements have been made.

Students who find themselves unable to meet course requirements by the deadlines or the criteria expected because of medical or personal reasons, should review the regulations on academic consideration in the Academic Calendar and discuss their situation with the instructor, program counselor or other academic counselor as appropriate.

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-grds.shtml>

### Missed Assignments:

A grade of zero will be assigned if you fail to submit an assignment, unless you are ill or have other compassionate reasons. Please read your Undergraduate Calendar for the regulations regarding illness and compassionate grounds. Please note, vacation travel, moving to a new house, or outside work commitments will not be accepted as valid reasons for missing deadlines.

If you have religious observances which conflict with the course schedule or if you are registered with Student Accessibility Services, please contact the course instructor in order to make arrangements for your assessment if appropriate.

### Academic Consideration

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for Academic Consideration:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>

### Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Undergraduate Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml>

### Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact Student Accessibility Services as soon as possible.

For more information, contact SAS at 519-824-4120 ext. 56208 or email [sas@uoguelph.ca](mailto:sas@uoguelph.ca) or see the website: <https://wellness.uoguelph.ca/accessibility/>

### Course Evaluation Information

Please refer to the [Course and Instructor Evaluation Website](#)

### Recording of Materials

Presentations which are made in relation to course work—including lectures—cannot be recorded or copied without the permission of the presenter, whether the instructor, a classmate or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

### **Drop date**

The last date to drop one-semester courses, without academic penalty, is XXXXX, 20XX. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/graduate/current/>

<b>Date Submitted to Chair:</b>	
<b>Chair Signature (Approval):</b>	
<b>Date Approved by Chair:</b>	