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**APICIUS - INTERNATIONAL SCHOOL OF HOSPITALITY**

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**DEPARTMENT OF SPECIAL EVENT MANAGEMENT**  
**COURSE TITLE: EVENT PLANNING AND PRODUCTION**  
**COURSE CODE: HPHTEI300**  
**3 Semester Credits****1. DESCRIPTION**

3 semester credits. This intermediate course examines the various logistic and production elements vital to the planning and success of events. During this course, students will receive an overview of the required equipment needed to execute events. They will learn how to manage time and will be introduced to the principles behind planning, organizing, and implementing programs. The operational functions and main tasks of an event will be examined and the essential phases of negotiation and drafting of contracts will be analyzed. During the course students will gain first-hand experience by participating in a variety of events organized on campus. This class includes experiential learning with CEMI.

**2. OBJECTIVES**

This course will provide a comprehensive understanding of the on-site operations and production processes of special events. Students will develop project management skills for event management and will learn how to plan events strategically. They will become familiar with all the aspects that regard the logistics of event management, and will approach the basics of finance and administration. Students will gain a full understanding of the planning and production process of events.

**3. REQUIREMENTS**

There are no prerequisites for this course.

**4. METHOD**

This course consists of lectures, class discussions, projects, and site visits within the local community. Mediums for instruction used will include, but are not limited to, interactive and hands-on activities which challenge thought processes, academic texts and studies, videos, slides, guided problem solving, and experiential and/or field learning activities where applicable.

**5. TEXTBOOK - FURTHER READINGS - RESOURCES**

TEXTBOOK (Copy available at the university library):

- Allen, Judy. *Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events*, Wiley, Second Edition, 2009

The textbook is mandatory for successful completion of the course.

Where applicable, additional materials, handouts and/or notes will be provided by the instructor.

**FURTHER READINGS**

- Allen, Johnny et al. *Festival and Special Event Management*, Third Edition, Wiley and Sons, 2005
- Goldblatt, Joe. *Special Events: A new Generation and The Next Frontier*, Sixth Edition. Wiley, 2011
- Columbus, Gene. *The Complete Guide to Careers in Special Events*, Wiley; First edition. 2011
- Goldblatt, Joe. *The International Dictionary of Event*. Wiley; Second Edition 2001
- Rutherford Silvers, Julia. *Professional Event Coordination*, Wiley: Second Edition 2012
- Malouf, Lena. *Events Exposed, Managing and Designing Special Events*. Wiley; 2012

## **LIBRARIES IN FLORENCE**

Please consult the posted schedules for official opening times of the university library. Also note that the library is for consultation only and it is not possible to borrow materials. The library is equipped with a scanner and internet access so that you may save or email a digital copy of the pages needed. Students may also utilize additional libraries and research centers within the local community:

### **BIBLIOTECA PALAGIO DI PARTE GUELFA**

Located in Piazzetta di Parte Guelfa between Piazza della Repubblica and Ponte Vecchio. Please consult the library website for hours of operation:

[http://www.biblioteche.comune.fi.it/biblioteca\\_palagio\\_di\\_parte\\_guelfa/](http://www.biblioteche.comune.fi.it/biblioteca_palagio_di_parte_guelfa/)

### **BIBLIOTECA DELLE OBLATE**

Located in via dell'Oriuolo 26. Please consult the library website for hours of operation:

[www.bibliotecadelleoblate.it](http://www.bibliotecadelleoblate.it)

### **THE HAROLD ACTON LIBRARY AT THE BRITISH INSTITUTE OF FLORENCE**

Located in Lungarno Guicciardini 9. Please consult the library website for hours of operation. This library requires a fee-based student membership. For information: [www.britishinstitute.it/en](http://www.britishinstitute.it/en)

## **6. FIELD LEARNING**

Please consult your Official Registration for any mandatory field learning dates. Field Learning Activities cited in Official Registrations are an integral part of the course and also include an assignment that counts towards your final grade, details will be provided on the first day of class.

## **7. COURSE MATERIALS**

No additional course materials are necessary.

## **8. COURSE FEES**

Course fees cover course-related field learning activities, visits, and support the instructor's teaching methodologies. Book costs are not included in the course fee. The exact amount will be communicated by the instructor on the first day of class.

## **9. EVALUATION - GRADING SYSTEM**

10% Attendance

10% Participation

20% Midterm Exam

30% Final Exam

20% Event Attendance

10% Event Organization

A = 93-100 %, A- = 90-92%, B+= 87-89%, B = 83-86%, B-=80-82%, C+ = 77-79%, C=73-76%, C- =70-72%, D = 60-69%, F= 0-59%, W = Official Withdrawal, W/F = Failure to withdraw by the

designated date.

## 10. ATTENDANCE - PARTICIPATION

Academic integrity and mutual respect between instructor and student are central to the academic policy and reflected in the attendance regulations. Student presence is mandatory and counts toward the final grade.

**Absences** are based on academic hours: 1 absence equals 3 lecture hours.

Two absences: 6 lecture hours, attendance and participation grade will be impacted.

Three absences: 9 lecture hours, the final grade may be lowered by one letter grade.

Four absences: 12 lecture hours, constitutes automatic failure of the course regardless of when absences are incurred.

Please note:

- The above hours refer to lecture hours. Please note that the contact / credit hour policy in the academic catalog includes additional distribution ratios according to delivery category. Ex: 1 absence equals 6 FL/SL/Lab hours or 9 EL hours.
- Hours may be distributed in different formats according to the academic course schedules.

### LATE ARRIVAL AND EARLY DEPARTURE

Arriving late or departing early from class is not acceptable. Two late arrivals or early departures or a combination will result in an unexcused absence. Travel is not an exceptional circumstance.

### TRAVEL (OR DELAYS DUE TO TRAVEL) IS NEVER AN EXCUSE FOR ABSENCE FROM CLASS.

It is the student's responsibility to know how many absences are incurred. If in doubt, speak with your instructor!

**Participation:** Satisfactory participation will be the result of contributing to class discussions by putting forth insightful and constructive questions, comments and observations. Overall effort, cooperation during group work, proper care of work space and tools, responsible behavior, and completion of assignments will be assessed. All of the above criteria also apply to Field Learning and site visits.

## 11. EXAMS - PAPERS - PROJECTS

The **Midterm** exam accounts for 20% of the final course grade. **The time and date of the exam cannot be changed for any reason.**

Format: the exam is divided into three sections:

- Part I: 5 Multiple choice questions. Each correct answer is worth 2 points, for a total of 20 points.
- Part II: 10 short-answer questions. Each correct and complete answer (concise explanations, main ideas, key words, names, etc.) is worth 5 points, for a total 80 points.

The **Event attendance** accounts for 20% of the course grade. Exposure to events for learning by participation and higher level of involvement in Student Life Department extracurricular activities with a greater number of participants (for example: Chat Pal + Family Club encounters)

- Attendance focuses on all aspects that characterize the event coordination and it includes on-site experiential learning with FUA-AUF's Community Engagement Member Institutions (CEMI). After the event each student will present a written event evaluation.
- Format: calendar, location, duration, and guidelines will be provided in the course website.

The **Event Organization** accounts for 20% of the course grade. Students will be divided in groups and will work on the Project Event. The group should be able to work on the organization of the assigned

Project Event during and out-of class. Each group will present a written assignment of the Project Event Organization. The contribution of each member should be clearly marked.

- Format: location, duration, and guidelines will be provided in the course website.

The **Final exam** accounts for 30% of the final course grade. **The time and date of the exam cannot be changed for any reason.** Format: the exam is divided into three sections:

- Part I: 10 short-answer questions. Each correct and complete answer (concise explanations, main ideas, key words, names, etc.) is worth 5 points, for a total 50 points.
- 10 Multiple choice questions. Each correct answer is worth 2 points, for a total of 20 points.
- Part II: two essay questions; each correct and complete answer is worth 25 points (based on content, vocabulary, detail, etc.) for a total of 50 points.

The Final Exam is cumulative.

## 12. LESSONS

<b>Lesson 1</b>	
<b>Meet</b>	In class
<b>Lecture</b>	Presentation of the course, introduction to the class syllabus and exams. General introduction to event planning and production. Identification of the project events organized during the course, selection of group leaders. Food Safety and HACCP
<b>Objectives</b>	Student will learn about the concept of event planning and production. Students will be informed on the requirements, practices and topics of the course. The importance of food safety, sanitation, and HACCP.
<b>Readings/ Assignments</b>	Refer to the course website.

<b>Lesson 2</b>	
<b>Meet</b>	In class
<b>Lecture</b>	Initial planning and budgeting. Determine the event vision.
<b>Objectives</b>	Students will learn: <ul style="list-style-type: none"> <li>• How to plan the event budget</li> <li>• How to determine the event vision and the objectives of the event</li> </ul>
<b>Readings/ Assignments</b>	Read: Allen, <i>Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events</i> . Chapter 1

<b>Lesson 3</b>	
<b>Meet</b>	In class
<b>Lecture</b>	Date selection. Timing of the event production. Define the duration of the event. Critical path and checklists. High season for special events.
<b>Objectives</b>	Students will learn: <ul style="list-style-type: none"> <li>• To select the most convenient date for the event</li> <li>• How to plan and manage time</li> <li>• How to define the duration of the event</li> <li>• To recognize critical points in the event organization and to face them</li> <li>• To identify which period may be considered high /low season for special events</li> </ul>
<b>Readings/</b>	Read: Allen, <i>Event Planning: The Ultimate Guide to Successful Meetings, Corporate</i>

<b>Assignments</b>	<i>Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events. Chapter 2</i>
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<b>Lesson 4</b>	
<b>Meet</b>	In class
<b>Lecture</b>	Hotel and convention centers. Choosing a convenient location. The use of tents and the seating capacity charts.
<b>Objectives</b>	Students will learn: <ul style="list-style-type: none"> <li>• Which opportunities hotel and convention centers offer when planning an event</li> <li>• To select the appropriate location for the event</li> <li>• The pros and cons when using tents</li> <li>• How to calculate the seating capacity and its importance to comply with regulations</li> </ul>
<b>Readings/ Assignments</b>	Read: Allen, <i>Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events. Chapter 3</i>

<b>Lesson 5</b>	
<b>Meet</b>	In class
<b>Lecture</b>	The guest list and keynote speakers. Children at the event. Activities for children.
<b>Objectives</b>	Students will learn: <ul style="list-style-type: none"> <li>• How to prepare a guest list</li> <li>• Which keynote speakers could be selected for the event</li> <li>• How to manage children during the event</li> <li>• Which issues may arise when children are part of the event participants</li> </ul>
<b>Readings/ Assignments</b>	Read: Allen, <i>Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events. Chapter 7</i>

<b>Lesson 6</b>	
<b>Meet</b>	In class
<b>Lecture</b>	Audiovisual: Photographers and Videographers. Recording the event. The use of photos and videos for future event promotion. Stream the event online.
<b>Objectives</b>	Students will learn: <ul style="list-style-type: none"> <li>• Which is the latest technology for audiovisuals</li> <li>• How to use photos and videos for future events</li> <li>• Which documents need to be signed by the client in order to use his/her event photos/videos for marketing purposes</li> <li>• How to broadcast the event online</li> </ul>
<b>Readings/ Assignments</b>	Read: Allen, <i>Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events. Chapter 9</i>

<b>Lesson 7</b>	
<b>Meet</b>	In class
<b>Lecture</b>	MIDTERM EXAM

<b>Lesson 8</b>	
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<b>NA</b>	ACADEMIC BREAK
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<b>Lesson 9</b>	
<b>Meet</b>	In class
<b>Lecture</b>	Stage and lighting. Emergency lights. Front of the stage and no-go areas.
<b>Objectives</b>	Students will learn: <ul style="list-style-type: none"> <li>• How to select the stage for the event</li> <li>• The importance of lighting</li> <li>• Emergency lights as legal requirement</li> <li>• How to limit the access and to create no-go areas</li> </ul>
<b>Readings/ Assignments</b>	Read: Allen, <i>Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events</i> . Chapter 6

<b>Lesson 10</b>	
<b>Meet</b>	In class
<b>Lecture</b>	Transportation: by air and by land. Transportation checklist. Internal transportation. After the event transfers to the hotel. Car parks and VIP arrivals.
<b>Objectives</b>	Students will learn: <ul style="list-style-type: none"> <li>• The features of air and land transportation</li> <li>• Which elements are part of the transportation checklist</li> <li>• What kind of transfers can be organized to/from the event venue</li> <li>• How to manage VIP arrivals</li> </ul>
<b>Readings/ Assignments</b>	Read: Allen, <i>Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events</i> . Chapter 4

<b>Lesson 11</b>	
<b>Meet</b>	In class
<b>Lecture</b>	Ticket management and sales. Barcodes. Online ticket sales. Ticketing software. Ticket options.
<b>Objectives</b>	Students will learn: <ul style="list-style-type: none"> <li>• How to increase ticket sales</li> <li>• Which partner to choose for selling tickets</li> <li>• How to keep record of ticket sales</li> <li>• Ticket options</li> <li>• The use of software and online sale of tickets</li> <li>• The barcode and the information it provides</li> </ul>
<b>Readings/ Assignments</b>	Assignment: Refer to the course website.

<b>Lesson 12</b>	
<b>Meet</b>	In class
<b>Lecture</b>	Creativity when planning an event. To be creative to always offer something new. Useful equipment for the event: projectors, wifi microphones, speakers and laptops.

<b>Objectives</b>	Students will learn: <ul style="list-style-type: none"> <li>• How to use their creativity when planning an event concept</li> <li>• Have an open mind and think laterally when conducting a client interview and addressing proposals</li> <li>• Develop skills to turn ideas into reality</li> <li>• How to operate the most common projectors, microphones, speakers and laptops.</li> </ul>
<b>Readings/ Assignments</b>	Assignment: Refer to the course website.

<b>Lesson 13</b>	
<b>Meet</b>	In class
<b>Lecture</b>	The fundamentals of negotiation. Contracts and agreements. Payments. Interpreting services
<b>Objectives</b>	Students will learn: <ul style="list-style-type: none"> <li>• The principles of negotiation</li> <li>• How to negotiate effectively</li> <li>• The key elements of a well-written contract</li> <li>• Methods of payment and how to receive the payment</li> <li>• How to keep track of payments</li> <li>• The role of interpreters and translators</li> </ul>
<b>Readings/ Assignments</b>	Assignment: Refer to the course website

<b>Lesson 14</b>	
<b>Meet</b>	In class
<b>Lecture</b>	Final Course Review Presentation of final project
<b>Objectives</b>	Be able to plan and manage an event, exposing steps and procedures to the classmates.
<b>Readings/ Assignments</b>	Submit Final Project

<b>Lesson 15</b>	
<b>Meet</b>	In class
<b>Lecture</b>	FINAL EXAM