

SENECA COLLEGE OF APPLIED ARTS AND TECHNOLOGY
School of Communication Arts
FACULTY OF INFORMATION ARTS AND TECHNOLOGY

Weekly Schedule / Course Syllabus

Program: Creative Advertising (CAB)
Course Code: CAB 462
Course Title: Event Planning

Instructor: Janet Symmons
Updated: April 2, 2007

Student/faculty consultation outside classroom hours:

My office hours are: Tuesdays: 9:00 to 9:40
Thursdays: 11:40 to 1:30 (May and June only)
Friday: 11:40 to 12:25

Office Location: SCA 2080 D

Email: XXXXX

Week 1

May 8, 2007

Lecture / Topic: **Concept /Design /Feasibility**
Presentation By: Professor
Introduction to Event Management - Theory and Practice
Discussion of expectations / Formation of groups for presentations

Assignment: **Media Kit**
Weight: 35%
Deadline: July 17, 2007

Assignment: **PowerPoint Chapter Presentations**
Weight: 25%
Deadline: Various Dates Throughout the Semester

Assignment: **Analysis of An Existing Event / Website Address**
Weight: 25%
Deadline: Various Dates Throughout the Semester

Week 2

May 15, 2007

Lecture / Topic: **Legal Compliance**
Presentations By: Professor

**Existing Event
Presentation By: Professor**

Media Kit: Pitch Letter and Fact Sheet About Your Proposed Event

Week 3

May 22, 2007

**Lecture / Topic: Class Presentation 2
Marketing / Promotion
Presentations By: Students TBA**

**Existing Event Presentation
Presentations By: Students TBA**

**Media Kit: Cause or Product Backgrounder
Corporate Backgrounder**

Week 4

May 29, 2007

**Lecture / Topic: Class Presentation 3.
Financial Management
Presentations By: Students TBA**

**Existing Event
Presentations By: Students TBA**

**Media Kit: A Personal Biography
News Release**

Week 5

June 5, 2007

**Lecture / Topic: Class Presentation 4
Risk Management
Presentations By: Students TBA**

**Existing Event
Presentations By: Students TBA**

Media Kit: Newsletter

Week 6

June 12, 2007

**Lecture / Topic: Class Presentation 5
Planing and Protocol
Presentations By: Students TBA**

**Class Presentation 6
Staging and Staffing
Presentation By: Students TBA**

**Existing Event
Presentations By: Students TBA**

Media Kit: Brochure

Week 7

June 19, 2007

Lecture / Topic: **Class Presentation 7**
Leadership
Presentations By: Students TBA

Class Presentation 8
Operations and Logistics
Presentation By: Students TBA

Existing Event
Presentations By: Students TBA
Media Kit: Speech

STUDY WEEK

Week 8

July 3, 2007

Lecture / Topic: **Class Presentation 9**
Safety & Security / Crowd Management

Class Presentation 10
Monitoring, Control & Evaluation
Presentations By: Students TBA

Existing Event
Presentations By: Students TBA

Media Kit: A Media Alert

Week 9

July 10, 2007

Lecture / Topic: **Media kit consultations**

Week 10

July 17, 2007

Lecture / Topic: **Final Media Kits are due today.**

Wrap Up

Week 11 – Week 14

Focus: **Field Placement / Mentoring**

Marking Structure

| | |
|-------------------------|-----|
| Press Kit | 35% |
| PowerPoint Presentation | 25% |
| Analysis Existing Event | 25% |

| | |
|---------------|-------------|
| Brainstorming | 15% |
| Total: | 100% |

TEXTS & MATERIALS

Required: **Lynn Van Der Wagen, *Event Management: For Tourism, Cultural, Business and Sporting Events***
Hospitality Press, Melbourne Australia, 2001

Approved by: _____
Melanie Macnab
Associate Chair
School of Communication Arts