

CMN 3950: Conferences and Event Planning

Spring 2014

Instructor: Matthew Gill, Ph.D.
Time: M, W 10:00-11:40; F 10:00-10:50
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or by appointment

Text

deLisle, L. J. (2009). *Creating special events*. Champaign, IL: Sagamore Publishing.

Course Description

This course is designed to introduce students to the basic concepts and principles of conference and event planning management. Students will be introduced to the planning and creative processes associated with preparing and developing events. Clearly such a course will be largely applied and our assignments have been designed with application and execution in mind.

Course Objectives

- You will be able to understand the primary principles behind event planning.
- You will be able to understand the procedures and techniques for planning and implementing special events.
- You will be able to use leadership techniques to enhance event planning strategies.
- You will be able to organize and execute events in a variety of contexts.
- You will be able to collect, analyze and assess data in order to evaluate event success.

Attendance

No attendance will be taken. **You are expected, however, to attend each class meeting.** If you miss class, you are responsible for getting notes and assignments *from another student*.

On the other hand, being late to class is disruptive and presents problems for me and your classmates. So there is a late policy. You will be considered late if you come into class more than five minutes after class has started (the clock in the classroom will be used as the official class time). You will be given two “free” late arrivals and for every time you are late after that you will lose .35 points (1%) off your final grade. Please do not make me enforce this. Show up on time.

Late work policy

Deadlines are critical in event planning and therefore they will also be critical in this class. Late work **will not** be accepted. If an emergency or school function prevents you from being in class for an exam or when a major assignment is due, these are your options:

- 1) Turn in the assignment early (no penalty)
- 2) Bring me documentation of your absence in advance
- 3) Bring specific documentation of your absence within 1 week after the missed class if the absence was an unavoidable emergency
- 4) Receive a 0 for the assignment

Plagiarism and Cheating

For information on Eastern's policy on plagiarism and academic dishonesty, please see http://catalog.eiu.edu/content.php?catoid=14&navoid=307#acad_inte

You are responsible for knowing the university policy on what constitutes academic dishonesty. Here is the short version: **ALWAYS** give credit—I will assume that everything you turn in (unless otherwise noted) is your own personal work, not borrowed work or group-created work. **It is important to remember that plagiarism is not based upon intent.** Just because it wasn't intentional or it was an accident does not mean that it was not plagiarism. It is!

If you turn in something without giving credit to others whose ideas or words you used, you will definitely receive a 0 for the assignment; additional consequences can include failure of the course and even expulsion from the university.

If you collaborate with someone else on an assignment and turn in substantially similar work, you are both guilty of plagiarism.

If you turn in something written by someone else, expect to fail the course and be reported to the Dean of Students. Do your own work. Give credit where credit is due.

Disabilities

If you have a documented disability and wish to discuss academic accommodations, please contact the Office of Disability Services at 581-6583.

Cell Phones

If you have a cell phone please turn it off or to silent before class. If there is some sort of situation in which you need to keep your phone on please consult with me before class. Otherwise there's no reason I should even see your phone. Please do not spend your class time text messaging or on your phone in any way.

Email

You should use your university email account to contact me with any matters concerning class. Mail sent from other email addresses may be filtered out by the Eastern system. Therefore, I may not receive your message if you don't use your university account.

You are expected to check your official email address on a frequent and consistent basis in order to stay current with departmental and course communications. Students have the responsibility to recognize that certain communications may be time-critical. "I didn't check my email", error in foreign mail accounts, or email returned to the department/instructor with "mailbox full" or "user unknown" are not acceptable excuses for missing department/course communication sent via email. Students who have questions related to their university email account may consult the following URL <http://www.eiu.edu/~itshelp/email/student/password.php>

Assignments

Exams – There will be two exams during the semester: a midterm and a final. Each will cover the material presented during the unit prior to the test. The exams are not comprehensive.

In class projects – There will be 12 in-class assignments given throughout the semester. These assignments are only given in class and many of them will be completed in class. **These assignments cannot be made up regardless of the reason you missed class.** Either you attend class and complete the assignment or you don't. However, there is some measure of grace: though there are 12 daily assignments, your final assignment grade will be determined based on only 10 assignments. *Also, every point you earn on daily assignments, even if you turn in more than 10, is yours to keep.* So if you do all the assignments it is possible to receive a better than perfect mark on your daily assignment grade. This builds in the possibility for **perfect attenders** to earn extra credit, and it also builds in lenience for a couple of missed classes. *No other extra credit will be offered.*

Critical assessment paper – Everyone will write a critical assessment paper concerning an aspect of event planning.

Leadership paper – This assignment will provide you the opportunity to explain and apply a leadership style to an event planning situation, while also assessing your own leadership predilections.

Event participation – Everyone will be assessed according to their participation in our year end event.

Competitive assignments – In the real world of event planning, a client will pick only one planner. That means you will be constantly vying for business against other planners that may have more experience, expertise or knowledge. There will be times where you do great work but won't win the account/project because someone else did the job better. Our competitive assignments begin to prepare you for that reality. There will be 5 competitive assignments during the semester. **Though everyone will complete these**

assignments only ONE student (the assignment which is deemed the best) will receive any credit. However, you must complete every competitive assignment in order to pass the class. Each assignment is worth one point and the student who receives the point may apply it to any other graded area of the class he or she wishes.

Grading

An “A” in this course recognizes superior work; work that demonstrates critical thinking, problem solving and that exceeds the basic requirements of an assignment. Work that adequately meets the basic requirements of an assignment earns a “C.” Do not assume that turning in *acceptable* work is the same thing as turning in “A” work. For the exact standards by which your writing in this course will be evaluated, study the rubric below. Every writing assignment (Critical assessment paper, Leadership paper and any in class project involving writing) will be assessed according to this rubric. This rubric helps you know what to expect and helps maintain consistency.

All faculty in the Department of Communication Studies are expected to uphold the standards of good scholarship and we expect our students to do the same. Students earning a degree in Communication Studies will develop superior reasoning/critical thinking, argumentation, writing and presentational skills while also building comprehensive knowledge of their content area. Students in Communication Studies classes will be expected to read all assigned materials, write extensively, complete their own work, and engage in respectful interactions in the classroom. We, as a faculty, agree to hold our students to these standards.

A complete copy of our student standards can be found at: <http://www.eiu.edu/commstudies/documents/Student%20Expectations%20and%20Standards.pdf>

Determination of final grades

Final grades are calculated using seven equal parts:

- Midterm exam
- Final exam
- In class projects average **counted twice**
- Critical assessment paper
- Leadership paper
- Event participation

Daily assignment scores will be averaged to result in a score between 0 and 5, which will then be counted **twice** in final grade calculation. *Failure to turn in an assignment, however, results in a grade of 0 for that assignment.*

Exam percentages will be converted to the 5-point scale as follows: 95%=5, 85%=4, 75%=3, 65%=2, 55%=1. Fractional points will be awarded on exams. For example, a

student receiving a 96% will actually earn 5.1 points. A student earning an 88% will earn 4.3 points. On an exam, scores below 46% will result in a grade of 0.

The major writing assignments will receive whole numbers according to the rubric below.

In order to pass the class, you must earn at least some credit for 5 of the 6 major grading areas; if you have 2 major grades of 0 in your final grade, you will fail the class.

Final grades will be determined according to the following scale (35 points possible):

31.5-35=A

24.5-31.4=B

17.5-24.4=C

10.5-17.4=D

0-10.4=F

Here is an example of a grade calculation:

Tiffany earns the following grades:

Midterm exam: 78% (3.3)

Final exam: 82% (3.7)

Daily assignments: 3.4 (times 2=6.8)

Critical assessment paper: 2

Leadership paper: 3

Event participation: 4.1

Tiffany has 22.9 total points.

Tiffany's final grade is a C.

Schedule

<u>Date</u>	<u>Topic</u>	<u>Reading</u>
1/13	Class introduction	
1/15	History of special events	Chapter 1
1/17	Sociological value of events	
1/20	NO CLASS – MLK	
1/22	Importance of details	
1/24	Event planning	
1/27	Rise of the promotional event	Chapter 2
1/29	Rise of the promotional event	
1/31	Strategic Planning	Chapter 3
2/3	Strategic Planning	
2/5	Event planning	
2/7	Event planning	
2/10	Economic impact	Chapter 4
2/12	Economic impact	
2/14	NO CLASS – Lincoln	

2/17	Event Planning	
2/19	Budgeting	Chapter 5 Critical assessment paper assigned
2/21	Event Planning	
2/24	Sponsorship/Marketing	Chapter 6 & 7
2/26	Sponsorship/Marketing	
2/28	Event Planning	
3/3	Event Planning	
3/5	Event Planning	
3/7	Event Planning	Critical assessment paper due
3/10	NO CLASS – Spring break	
3/12	NO CLASS – Spring break	
3/14	NO CLASS – Spring break	
3/17	Event Planning	
3/19	MIDTERM EXAM	
3/20	NO CLASS	
3/24	Leadership	
3/26	Leadership	Leadership paper assigned
3/28	Leadership	
3/31	Event Planning	
4/2	Evaluation	Chapter 16
4/4	Evaluation finish & Event Planning	
4/7	Organizational culture	Chapter 9
4/9	Organizational culture	
4/11	Site planning	Chapter 12 Leadership paper due
4/14	Event Planning	
4/16	Customer service and satisfaction	Chapter 11
4/18	Event Planning	
4/21	Final event preview	
4/23	EVENT	
4/25	Review of event/debrief	
4/28	Event safety	Chapter 13 & 14
4/30	Technology	Chapter 15
5/2	Evals and course review	
Exam Week	Final Exam: Tuesday May 6th 10:15am- 12:15pm	

Writing Rubric

5

A 5 paper features insightful development of ideas and is **clearly excellent**. Writing demonstrates a very strong understanding of concepts and the problem at hand. It features a clear argument (thesis statement when appropriate), persuasive reasoning, and good support and examples. In addition, it shows insight that goes beyond the basic requirements of the assignment. Transitions help the writing flow smoothly from one idea to the next, and there are almost no errors in grammar or spelling.

4

A 4 paper is **clearly competent**. Writing demonstrates clear understanding of concepts and the problem, but does not display novel or particularly insightful approaches. It features a clear argument (thesis statement) and appropriate support and examples. Transitions create a generally smooth flow of ideas, and there are minimal errors in grammar or spelling. This paper is good, but not exceptional.

3

A 3 paper is **satisfactory**: it meets the requirements of the assignment. Writing demonstrates understanding of concepts and the problem at hand, but no creative applications. There is an argument (or the thesis statement makes a claim), but support, though present, may be sketchy or underdeveloped. Transitions are somewhat awkward, and errors in grammar or spelling are present.

2

A 2 paper is **unsatisfactory**: it fails to meet the basic requirements of the assignment. Significant shortcomings include one or more of the following: writing demonstrates problems in understanding concepts or the purpose of the piece. The argument (thesis statement) does not make a clear claim, rendering support not well-connected to the central claim. Examples may be irrelevant, and errors in logic may be present. The writing is disjointed and may have many distracting grammar and spelling errors.

1

A 1 paper exhibits **serious weaknesses or even severe difficulties**. It fails to meet the basic requirements of the assignment in one or more ways, and writing demonstrates a failure to understand key concepts and the problem. The argument (thesis) is unclear or missing, and examples may appear arbitrary, not clearly supporting claims. Errors in logic are present, and there is not sufficient development of ideas. This paper is difficult to read, full of grammar, spelling, and transition problems.