Description: Event Management

<table>
<thead>
<tr>
<th>Subject</th>
<th>Cat-nbr</th>
<th>Class</th>
<th>Term</th>
<th>Mode</th>
<th>Units</th>
<th>Campus</th>
</tr>
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<tbody>
<tr>
<td>MKT</td>
<td>2010</td>
<td>44984</td>
<td>2, 2005</td>
<td>EXT</td>
<td>1.00</td>
<td>Toowoomba</td>
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Academic group: FOBUS
Academic org: FOB004
Student contribution band: 2
ASCED code: 080701

STAFFING
Examiner: Frances Cassidy

RATIONALE
The event industry is a dynamic and ever changing industry that requires proactive, forward thinking people to work within its field. Events, festivals, meetings and conferences are a multi-billion dollar industry world wide which generates thousands of jobs. Associated fields are the leisure, hospitality, tourism and travel industries. The course is relevant to students from many different disciplines and many may find this relevant to their work environment or aspirations.

SYNOPSIS
The course looks at the history of events and how it all started. The importance of conceptualizing, planning and staging the event are examined together with the operations and logistics required for it to be a financial and community success. Other topics studied are sponsorship and fundraising, ethics and protocol and finally virtual events. This gives you the highlights of what will be covered in this very interesting course which will enable you to meet the practical challenges of this exciting industry.

OBJECTIVES
On completion of this course students will be able to:

1. examine the nature of the BECA in a number of settings, including emerging local and international destinations;
2. appraise planning and operational techniques relating to events;
3. analyse and evaluate systems and techniques used to organise events in a variety of settings taking into consideration industry standards and ethical issues;
4. demonstrate effective reference and communication skills (including grammar and spelling) in relation to the topics studied; and
5. demonstrate effective use of the Internet and various other search techniques for relevant information.
## TOPICS

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. History, nature and goals of events tourism - events as part of tourism</td>
<td>6.00</td>
</tr>
<tr>
<td>2. Conceptualising, Planning and Staging an Event</td>
<td>9.00</td>
</tr>
<tr>
<td>3. Event Operations and Logistics</td>
<td>8.00</td>
</tr>
<tr>
<td>4. Risk Management &amp; Legal Obligations</td>
<td>9.00</td>
</tr>
<tr>
<td>5. Sponsorship</td>
<td>9.00</td>
</tr>
<tr>
<td>6. Event Marketing and Promotion</td>
<td>9.00</td>
</tr>
<tr>
<td>7. Communication and Technology at Events</td>
<td>9.00</td>
</tr>
<tr>
<td>8. Financial Success or Failure</td>
<td>8.00</td>
</tr>
<tr>
<td>9. Ethics and Protocol</td>
<td>9.00</td>
</tr>
<tr>
<td>10. Staffing and Volunteers</td>
<td>9.00</td>
</tr>
<tr>
<td>11. Evaluation and Reporting</td>
<td>9.00</td>
</tr>
<tr>
<td>12. Virtual Events</td>
<td>6.00</td>
</tr>
</tbody>
</table>

## TEXT and MATERIALS required to be PURCHASED or ACCESSED

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at http://bookshop.usq.edu.au click 'Semester', then enter your 'Course Code' (no spaces).


(Revised & updated edition)

## REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.


(A discussion paper submission to the Minister for Tourism from the Business Events Council of Australia, Spit Junction, New South Wales. Also available online through the USQ Catalogue.)


**STUDENT WORKLOAD REQUIREMENTS**

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
</tr>
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<tbody>
<tr>
<td>Assessment</td>
<td>50.00</td>
</tr>
<tr>
<td>Directed Study</td>
<td>70.00</td>
</tr>
<tr>
<td>Private Study</td>
<td>40.00</td>
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</tbody>
</table>

**ASSESSMENT DETAILS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
<th>Due date</th>
</tr>
</thead>
<tbody>
<tr>
<td>RESEARCH PROJECT 1</td>
<td>30.00</td>
<td>30.00</td>
<td>25 Aug 2005</td>
</tr>
<tr>
<td>RESEARCH PROJECT 2</td>
<td>30.00</td>
<td>30.00</td>
<td>06 Oct 2005</td>
</tr>
<tr>
<td>2 HOUR EXAMINATION</td>
<td>40.00</td>
<td>40.00</td>
<td>END S2 (see note 1)</td>
</tr>
</tbody>
</table>

**NOTES**

1. The examination is scheduled to be held in the end-of-semester examination period. Students will be advised of the official examination date after the timetable has been finalised.

**IMPORTANT ASSESSMENT INFORMATION**

1. Attendance requirements:
   If you are an international student in Australia, you are advised to attend all classes at your campus. For all other students, there are no attendance requirements for this course. However, it is the students' responsibility to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration.

2. Requirements for students to complete each assessment item satisfactorily:
   To complete the assignments satisfactorily, students must obtain at least 50% of the marks available for the assignments in aggregate. To complete the examination satisfactorily, students must obtain at least 50% of the marks available for the examination.

3. Penalties for late submission of required work:
   If students submit assignments after the due date without prior approval then a penalty of 20% of the total marks available for the assignment will apply for each working day late.
4 Requirements for student to be awarded a passing grade in the course:
   To be assured of receiving a passing grade a student must attempt all of the summative
   assessment items, achieve an aggregated mark of at least 50% in the total marks allocated
   for the assignments, achieve at least 50% in the examination, and at least 50% of the
   available weighted marks for the summative assessment items.

5 Method used to combine assessment results to attain final grade:
   The final grades for students will be assigned on the basis of the weighted aggregate
   of the marks (or grades) obtained for each of the summative assessment items in the
   course.

6 Examination information:
   This is a closed examination. Candidates are allowed to bring only writing and drawing
   instruments into the examination.

7 Examination period when Deferred/Supplementary examinations will be held:
   Any Deferred or Supplementary examinations for this course will be held during the
   next examination period.

8 University Regulations:
   Students should read USQ Regulations 5.1 Definitions, 5.6. Assessment, and 5.10
   Academic Misconduct for further information and to avoid actions which might
   contravene University Regulations. These regulations can be found at the URL
   http://www.usq.edu.au/corporateservices/calendar/part5.htm. Students should also read
   the Faculty of Business Guide to Policies and Procedures of the Faculty which can be

ASSESSMENT NOTES

1 Assignments: (i) The due date for an assignment is the date by which a student must
   despatch the assignment to the USQ. The onus is on the student to provide proof of the
   despatch date, if requested by the Examiner. (ii) If requested, students will be required
   to provide a copy of an assignment submitted for assessment purposes. This should be
   despatched to the USQ within 24 hours of receipt of a request being made. (iii) The
   Examiner may grant an extension of the due date of an assignment in extenuating
   circumstances. Applications for extensions should be in writing and must include
   supporting documentary evidence. Extensions are only granted in unforeseen and
   uncontrollable circumstances. The Examiner shall consider all documentary evidence
   (including statement from a doctor, employer, counsellor or independent member of
   the community as appropriate) accompanying an application for extension and decide
   on the outcome. Length of extensions: Up to one week’s extension (five working days)
   may be granted if a signed statement with supporting documentation is sent with the
   assignment, proving that an unforeseen and uncontrollable circumstance caused the
   delay, for example unusual and unpredictable work or family commitments. If the
   signed statement and supporting documentation does not show that unforeseen and
   uncontrollable circumstances were present for the days claimed, then the normal
   reduction in marks for a late assignment of 20% per working day will apply. (iv)
   Extensions beyond one week are not allowed unless express permission is obtained
   from the Examiner. Extensions beyond one week are only granted in extreme
   circumstance because model answers may be distributed after this time. If you are likely
   to require an extension for a longer period than one week, you must contact the Examiner
   for advice. In most cases, you will be required to complete an alternative make-up
   assignment. However, make-up assignments are only granted if you have passed all
   other pieces of assessment for the course. Medical extensions: In the case of an
   application for extension for medical reasons, the documentation should include a
statement from a doctor stating: the date the medical condition began or changed; how
the condition affected the student's ability to study; when it became apparent that the
student could not submit the assignment. As a rule, you will be granted an extension
for the number of working days covered on a medical certificate. In the case of a medical
extension, you do not need to contact the Examiner unless you require an extension of
longer than one week. Extensions for family/personal reasons: In the case of an
application for extension for family/personal reasons, the documentation should include
a statement from a doctor, counsellor or independent member of the community stating:
the date the student's personal circumstances began or changed; how the circumstances
affected the student's ability to complete the assignment; when it became apparent that
the student could not complete the assignment. In the case of an extension for
family/personal reasons you must contact the Examiner before the due date to discuss
the reason for the extension and to negotiate the length of an extension if granted.
Extensions for employment-related reasons: In the case of an application for extension
for employment-related reasons, the documentation should include a statement from
the student's employer stating: the date the student's employment began or the conditions
of employment changed; how this prevents the student from completing the assignment.
In the case of an extension for employment-related reasons you must contact the
Examiner before the due date to discuss the reason for the extension and to negotiate
the length of an extension if granted.

2 Text Books: Please note that it is the responsibility of the student to acquire a copy of
the textbook as soon as their enrolment in the course has been confirmed. Extensions
will not be granted on the basis of the student not having a copy of the text, if the text
is available from the USQ bookshop.

3 Course Weightings: Course weightings of topics should not be interpreted as applying
to the number of marks allocated to questions testing those topics in an examination
paper.

4 Word Count in Assignments: Students must put the 'word count' for their assignment
on the front page of the assignment. The word count is the number of words in the body
of the assignment report and does not include the title, executive summary, list of
references or appendices. To grade an assignment a marker does not need to read more
words than the word limit of the assignment.

OTHER REQUIREMENTS

1 Learning Resources: Prescribed text and materials (see above); prescribed reference
materials (see above); printed Introductory Book, Study Book/s, and Book/s of Selected
Readings; audio CD; and course Website accessible via USQConnect.