Event Planning

This is a one-credit course taught in grades 9-12. Students will learn to organize and plan all aspects of business and social events including the food, location, and décor associated with hiring an event planner. Concepts taught in the course to meet the needs of clients include planning for the event with activities, establishing a budget, determining the theme, planning the guest list, determining the location, developing an event plan schedule, planning transportation needs, training of staff, staging the event, calculating room and space requirements, providing necessary technology and equipment, planning food and beverage services, securing entertainment, understanding legal issues in event planning, and conducting post-evaluations of event. Students demonstrate leadership characteristics and make decisions based on integrating knowledge of financial, human resources, promotion, and event management principals. Students are prepared for various career opportunities in event planning.

Family, Career and Community Leaders of America (FCCLA), an integral part of the curriculum, provides opportunities to apply instructional competencies and workplace readiness skills, enhances leadership development skills, and provides opportunities for community service.

Event Planning

Students will:

1. Define basic event planning terminology.
2. Describe different types of events held in both small and large venues.
3. Explain the rationale for calling a meeting with a client and staff to plan an event.
4. Explain the client’s reason(s) for having an event.
5. Discuss the need for having an agenda for meetings to plan events.
6. Describe event planning from a variety of perspectives, including that of planners, hosts, participants, vendors, hotels/facilities/locations, and related hospitality entities.
7. Describe the jobs performed by each key player in event planning and implementing plans.
8. Analyze the critical role of communication and customer service in planning events and conducting events.
9. Describe how to select event venues based on the client’s vision and needs.
10. Analyze how time (hour, day of the week, month, or season) affects the choice of venue.
11. Explain the importance of contingency planning—particularly with outdoor events.
12. Explain how geographic location impacts attendance.
13. Assess the importance of site inspection before a contract is signed and prior to conducting the event.
**Entertainment Themes and Décor**

14. Analyze the interaction between event planner and client in determining food and beverage options and choices.

15. Discuss the interaction between event planner and client in determining themes and décor.

16. Discuss appropriate types of entertainment for specific events.

17. Describe room setup for a variety of events.

18. Explain how theme, décor, and entertainment affect choice of food and beverage.

19. Explain the importance of working within the clients’ budget.

**Timeline Development**

20. Assess the importance of a timeline in event planning, staging, and conducting events.

21. Determine how staff responsibilities are assigned for each job or task on the timeline.

22. Develop a timeline for a small, medium, and large event.

23. Determine ways to keep the project on schedule.

**Financial Impact of Events**

24. Plan a budget to achieve financial goals of the event.

25. Explain the need for liability insurance.

26. Develop a line item budget for an event.

27. Explain how vendor, lodging contracts, and attrition affect the financial goals.

28. Explain how to determine quantities of food and beverage for the event.

29. Discuss systems used to set prices, obtain deposits, and control costs and inventories.

**On-Site Event Management**

30. Determine the importance of having experienced on-site management on the event day.

31. Discuss crowd control and have a plan for the specific event.

32. Discuss what to do when staffers don’t show on the day of the event.

33. Discuss what to do when clients want last minute changes in the planned event.
Vendors and Staffing

34. Discuss how to screen and hire employees for specific events.

35. Discuss how to screen and hire vendors for specific events to meet the needs and budget of clients.

36. Discuss the need for contracts and the essential clauses that should be in them, such as attrition, cancellation, non-performance, emergencies, and indemnification.

Post-Planning

37. Explain the value of a post-event meeting in tying up loose ends and improving future events.

38. Identify who should be involved in a post-event meeting.

39. Discuss when post-planning should occur.

Career Opportunities

40. Analyze career opportunities in event planning.

41. Describe skills, training, and personality needed for careers/jobs in the field of event planning.

42. Identify ways to gain experience as an event planner.

43. Identify certificates or credentials needed to be an event planner.