

COURSE: Event Planning
Grade Level: 9-12

MOSHER

MAIN/ GENERAL TOPIC	SUB-TOPIC:	ESSENTIAL QUESTIONS:	WHAT THE STUDENTS WILL KNOW:	WHAT THE STUDENT WILL BE ABLE TO DO:	Assessments:	WHEN STUDENT DOES IT:
Events	Kinds of events	What difference does it make what kind of event it is?	Meeting planning Fundraising planning Expo planning Party planning	<ul style="list-style-type: none"> ➤ Explain the unique characteristics of an event ➤ Classify & describe events according to size & type ➤ Discuss relationships between event managers and stakeholders ➤ Discuss some ethical issues related to event management 	Notes Quizzes Portfolio	
	Concept and design	What role does concept and design play in planning an event	Concept and design gives you the skeletal framework from which you build an event	<ul style="list-style-type: none"> ➤ Be able to establish the purpose of an event ➤ Develop a theme and décor consistent with the purpose ➤ Analyze the needs of the audience 		
Venues/Sites		What indoor and outdoor spaces are available	Criteria for venue selection	Comparative shop for venue using learned criteria	Notes Quizzes Portfolio	
Contracts		How do I give the customer a fair but competitive bid		Develop basic contract for an event	Notes Quizzes Portfolio	
Budget			Sources of financial information to prepare budget	<ul style="list-style-type: none"> ➤ Prepare line item, detailed budget proposals ➤ Discuss feasibility of event concepts ➤ Identify financial risk factors ➤ Identify ways to minimize financial risk ➤ Identify breakpoint in order to make pricing decisions ➤ 	Notes Quizzes Portfolio	
AV						

Permits and Insurance			Where to obtain information regarding laws and permit	<ul style="list-style-type: none"> ➤ Explain laws and regulations that might have an impact on an event ➤ Identify bodies from whom approval is required or support is needed to stage an event ➤ Explain legal compliance requirements of an event ➤ Identify insurance premiums and fees ➤ Describe contract between planner and other parties including sub contractors 	Notes Quizzes Portfolio	
Marketing/ Promotion	Marketing		Marketing is important because it helps attract an audience without which there would be no event.	<ul style="list-style-type: none"> ➤ List the steps in the process of marketing n event ➤ Analyze consumer decision making process ➤ Create advertisement brochures, posters and web sites to advertise an event ➤ Attract sponsorship[for an event 	Notes Quizzes Portfolio	
	Promotion		Promotion involves communicating the image of the event	<ul style="list-style-type: none"> ➤ Plan a promotional strategy for an event ➤ Develop an image for an event based on a theme ➤ Write a publicity plan ➤ Write a public relations plan 		
PLANNING AN EVENT	Staffing			<ul style="list-style-type: none"> Develop an organizational chart Write job descriptions for paid and volunteer workers Plan training activity for staff Manage volunteers Plan recognition for staff and volunteers 	Notes Quizzes Portfolio Project	
	Timetable		Run sheets are simple time allocation sheets telling each participant what to do, when etc.	Create a time table of each thing that must be done to prepare for the event, when it needs to be done and by whom	Notes Quizzes Portfolio Project	
Décor/details Logistics			Protocols for dealing with emergencies as well as manners, etc.		Notes Quizzes Portfolio Project	