University of South Florida Sarasota-Manatee  
College of Hospitality and Technology Leadership (CHTL)  

HFT 4751  
Events Management  

Instructor: Joe Askren MBA, CEC, CCE  
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Office Telephone: 941-359-4229  
Office Hours: Tuesday 10:00 – 1:00pm  
or by appointment  

COURSE CREDIT HOURS: 3  

PREREQUISITES: HFT 3003 Introduction to Hospitality and Tourism  

COURSE DESCRIPTION: This course will concentrate on established standards, techniques, and practices of event management. The focus will be on social and business functions, and the management of large scale, independent events, such as catering events.  

COURSE TOPICS: Topics will include: Research, design, planning, coordination and evaluation of special events management.  

COURSE OBJECTIVES:  
1. Explain the planning and marketing strategies for successful events  
2. Indicate the knowledge and skills associated with events operations and human resources  

BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT MISSION STATEMENT: The Bachelor of Science in Hospitality Management in the College of Hospitality and Technology Leadership at the University of South Florida Sarasota-Manatee prepares graduates for leadership positions in the hospitality industry through foundational knowledge of hospitality operations and experiences that promote diversity, ethical responsibility, lifelong learning, and community engagement.  

BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT PROGRAM LEARNING OUTCOMES (PLOs):  
1. Identify and apply business concepts and skills relevant to the operational areas of hospitality management.  
2. Describe and apply the fundamental principles of leadership and model the behavior of effective leaders.  
3. Demonstrate effective communication skills.  
4. Analyze information and make decisions using critical thinking and problem solving skills.  
5. Evaluate diversity and ethical considerations relevant to the hospitality industry.  

COURSE STUDENT LEARNING OUTCOMES: Upon completion of this course, students will be able to:  
1. Develop and analyze an event concept in order to learn about event business (aligns with PLOs 1,4)  
2. Demonstrate a feasibility study for an event in order to learn about event planning (aligns with PLOs 1, 4)  
3. Formulate and compute a budget and cash flow analysis (aligns with PLOs 1, 4)  
4. Forecast and analyze staffing requirements and analyze different recruiting tools (aligns with PLOs 1,2, 3, 4)  
5. Select and evaluate requirements for safety and security at an event (aligns with PLOs 1, 2,3,4,5)  
6. Recognize the different organizational units and operating departments within the world of the event industry. For example: marketing, sales, operations, security/risk management (aligns with PLOs 1,2,3,4,5)
7. Students will discuss how all of the many different types of events that occur in a market can help cultivate social responsibility. (aligns with PLO 5)
8. Create, defend, and criticize a proposal for an event (aligns with PLOs 1,2,3,4)

TEXT AND MATERIALS:

CANVAS USE:
The class syllabus is posted in Canvas, an online course management system. You must have an active Canvas account. You must have it active on or before the second-class meeting. I post PowerPoint slides, course material and other information on Canvas, which you must read. Also, any changes or additions specific to class may be announced and posted here. It is your responsibility to periodically check Canvas between class meeting times.
**Canvas may be accessed using your net ID and password. Go to: usflearn.instructure.com

GRADING, EVALUATION AND ATTENDANCE POLICIES:

Course Evaluation:
The student will be evaluated on assignments that will include event observations, event participation, and group event project design/execution. The deliverables may range from a brief group meeting summaries (minutes), written group analysis of a case study, multi-page event proposal, and group presentations/discussions.

Event Functions, Practical, and Assignment:
1. Clearwater Beach Uncorked, February 7th, 8th, and 9th: Students will attend Friday the 7th and Saturday the 8th. This will be mandatory for the course and will make up a large part of your overall grade. Please enter this on your calendar and make arrangements at work if needed. A pre-event meeting will be scheduled a week before the event. There will be no class the following week. Our duties will consist of volunteer type responsibilities. You will submit a 1,000-word event reflection that will be due 7 days after the event. (150 points)
2. HospitaBull Dinner Event, April 16th: You will be the event planners for this event from start to finish. The in-class lectures will revolve around the creation of this event proposal. The event proposal (approx. 15 pages) will be broken up into different parts, which we will build throughout the semester. Please see the Event Proposal Group Project for more details. (200 points)
3. Group Minutes: This will be a report that you will turn in 10 different times during the semester. The main goal of the group minutes is to gather all important information about your progress. Documenting your group’s progress will be important for holding individuals accountable for what they were assigned to do. 100+ words should be good for each submission. Please include: the date the minutes are created, and each person’s name with responsibility/progress listed. (100 points)
4. JFCS – 10th Annual Celebrity Chefs Food & Wine Tasting: We will attend this event on March 18th at the Resort at Longboat Key Club. Our hospitality school and 20 other restaurants will provide food for this event. Your job will be to assist with day-of-event activities. You will submit a 400-word event reflection that will be due 7 days after the event. (50 points)
5. 1st Friday Events at CIL: Lakewood Ranch Main street has 1st Friday events every month. You will get to choose either the March or April Fridays. The duties will include setup, service, and breakdown of the event. (50 points)
6. Bradenton Convention Center: We will observe, assist, and reflect on 2 morning event functions at Bradenton Convention Center. This will be during our normally scheduled class time on Mondays. (50 points)
7. Guest Speakers: We will have 2-3 guest speakers throughout the semester to discuss event management issues. You will submit a 400-word event reflection that will be due 7 days after the event. (50-75 points)
8. Private Food & Wine Dinner Event at CIL (volunteer): Assist Chefs with food and wine dinners at the facility. (no points)
9. Other In-class Activities: (10-20 points)
Tentative Course Schedule

**Module 1:**

**Task 1:** Introduction
Read Chapter 1

**Task 2:** Clearwater Beach Uncorked

*Clearwater Beach Uncorked 2014*
Visit the following websites and review:
Clearwater Beach Uncorked 2014 info: [http://clearwaterbeachuncorked.com](http://clearwaterbeachuncorked.com)

Review some student event proposals from the previous semester.

**Task 3:** Concept & Design
Read Chapter 2

**Task 4:** Concept & Design, January 13th
Using the HospitaBull Event Dinner as a focus, fill out the 2 forms on concept development/analysis. Give details. (ICA3)

**Task 5:** Meet with USF Marketing, January 13th

**Task 6:** Feasibility, Legal Compliance
Read Chapter 3

**Task 7:** Feasibility, January 27th
Using the HospitaBull Event Dinner as a focus, fill out the Feasibility and SWOT forms. Give details. (ICA4)

**Task 8:** Guest Speaker, January 27th
Irene Caban will visit class and discuss the Event business
*400 word reflection on guest speaker due 7 days after- must be present to attain points.

**Task 9:** Financial
Read Chapter 7

**Task 10:** Financial, February 3rd
Using the case study in the assignment (Picnic), discuss the event and complete the budget in class. Margaret Williams, a professional event planner, will give insight into this case study on this day. We will also discuss a MHF case study.

*400 word reflection on guest speaker (Margaret Williams) due 7 days after the event - must be present to attain points. Please upload paper to this specific assignment.

*ICA5- Picnic Case Study completed in class.*
Task 11: CBU - Friday Feb. 7th Event - 50 pts.

Students will assist with the kickoff VIP event, at Clearwater Beach Uncorked. This VIP event is on Friday February 7th.

A 600+ reflection paper on the event is due 7 days after the event for full credit on this assignment. Please upload paper to this specific assignment.

Task 12: CBU - Saturday Feb. 8th Event - 50 pts.

Students will assist with CBU event on Saturday, February 8th.
A 600+ reflection paper on the event is due 7 days after the event for full credit on this assignment. Please upload paper to this specific assignment.

Task 13: Post-Event Meeting

Tammy Gail, Post event meeting for Clearwater Beach Uncorked
Via Gotomeeting.com

Task 14: Marketing and Promotion, February 17th

Read Chapter 5 & Chapter 6 before February 17th
Read article: http://www.forbes.com/sites/jerrymclaughlin/2011/12/21/what-is-a-brand-anyway/

*Take quiz in class on February 17

Task 15: Marketing and Promotion, February 24th

Dave DiMaggio, president of Aqua Marketing, will give a presentation in class on February 24th.
*400 word reflection on guest speaker due 7 days after visit, must be present to attain points.

Module 2:

Task 1: Planning, March 3rd

Read Chapter 9
*Complete Gantt Chart on HospitaBull in class

Task 2: Tour Polo Grille

Task 3: Legal

Read Chapter 4

Task 4: JFCS Event, March 18th

Observe and service the JFCS Event at Longboat Key Club Resort
*400 word reflection on this due 7 days after visit, must be present to attain points.

Task 5: Risk Management

Read Chapter 8

*ICA6 Risk Analysis Case Study

Task 6: Leadership, Safety & Security, March 31st

Read Chapter 13 and Chapter 15
*Guest Speaker (from S.Sied.)
Task 7: Staffing & Operations, April 7th

Read Chapter 12 & Chapter 14
In class activity

Task 8: Final Event Proposal Due April 14th

See Group Project for more details.
All 5 parts are due together in 1 report

Task 9: HospitaBull Event at Polo Grille, April 16th

Execute the dinner event at venue.
Students will attend from 5pm until 9pm.
See Group Project for more details.

Task 10: Final Presentation / Recap, April 21st

Students give final presentation of HospitaBull.
Bring 2 hard copies of final proposal to class.

GRADE SCALE
A+= 95-100 C+ = 78-79
A = 93-94 C = 73-77
A- = 90-92 C- = 70-72
B+ = 88-89 D+ = 68-69
B = 83-87 D = 63-67
B- = 80-82 D- = 60-62 Fail = 59 & below

COURSE SCHEDULE:
A. Dates of scheduled exams.
B. Assignments and due dates.
C. Note the last day to drop class with a “W”

USFSM Policies (A-G must be included)
A. Academic Dishonesty: The University considers any form of plagiarism or cheating on exams, projects, or papers to be unacceptable behavior. Please be sure to review the university’s policy in the catalog, USFSM Undergraduate Catalog or USFSM Graduate Catalog, the USF System Academic Integrity of Students, and the USF System Student Code of Conduct.

B. Academic Disruption: The University does not tolerate behavior that disrupts the learning process. The policy for addressing academic disruption is included with Academic Dishonesty in the catalog: USFSM Undergraduate Catalog or USFSM Graduate Catalog, USF System Academic Integrity of Students, and the USF System Student Code of Conduct.

C. Contingency Plans: In the event of an emergency, it may be necessary for USFSM to suspend normal operations. During this time, USFSM may opt to continue delivery of instruction through methods that include but are not limited to: Blackboard, Elluminate, Skype, and email messaging and/or an alternate schedule. It’s the responsibility of the student to monitor Blackboard site for each class for course specific communication, and the main USFSM and College websites, emails, and MoBull messages for important general information. The USF hotline at 1 (800) 992-4231 is updated with pre-recorded information during an emergency. See the Safety Preparedness Website for further information.

D. Disabilities Accommodation: Students are responsible for registering with the Office of Students with Disabilities Services (SDS) in order to receive academic accommodations. Reasonable notice must be given to the SDS office (typically 5 working days) for accommodations to be arranged. It is the responsibility of the student to provide each instructor with a copy of the official Memo of Accommodation. Contact Information: Pat Lakey, Coordinator, 941-359-4714, plakey@sar.usf.edu, www.sarasota.usf.edu/Students/Disability/
E. **Fire Alarm Instructions**: At the beginning of each semester please note the emergency exit maps posted in each classroom. These signs are marked with the primary evacuation route (red) and secondary evacuation route (orange) in case the building needs to be evacuated. See [Emergency Evacuation Procedures](#).

F. **Religious Observances**: USFSM recognizes the right of students and faculty to observe major religious holidays. Students who anticipate the necessity of being absent from class for a major religious observance must provide notice of the date(s) to the instructor, in writing, by the second week of classes. Instructors canceling class for a religious observance should have this stated in the syllabus with an appropriate alternative assignment.

G. **Web Portal Information**: Every newly enrolled USF student receives an official USF e-mail account. Students receive official USF correspondence and Blackboard course information via that address.