

**2019 Course Descriptions**

**Year ONE Classes**

**Strong Foundations: Understanding Event Management and the Importance/Impact/Evolution of Quality Events**

The success and sustainability of an event is ultimately built upon the foundations that have been laid long before the public ever experiences it. Behind that success you will find a well-developed pattern of planning and processes, passionate leadership, a dedication to creativity and quality, and the ability to operate as a professional business that clearly understands their product, target market and industry. You will also find a global industry that has evolved over time into the field that you are/hope to be a part of today; one whose impact touches lives around the world. This session will provide a broad overview of that field and lay the foundation for the training to follow in the week ahead.

**Step One: Business Plans**

A successful event doesn’t start with the fireworks finale. Behind every exciting, fun-filled event is a well-run business, complete with paperwork, planning meetings, legal obligations to be met, and partnerships to be built. Reputations are often based far-more upon the business side of your event than on who your headline entertainers are. We’ll teach you what you need to be thinking about.

**Arriving at the Bottom-Line: Event Budgeting and Budget Management**

Every time there’s a good idea, someone brings up the budget! A realistic and informed budget can set the stage for a less stressful and more profitable event. We’ll teach you how to create and use a budget to guide your success.

**Putting the ‘Community’ in ‘Community Events’: Building a Successful Volunteer Program**

Volunteers put the ‘community’ in ‘community events’ and some events have legions of dedicated workers who bring valued skills to the table while holding costs to a minimum. This session will cover critical components of a successful volunteer program, including recruiting, training, management, communications, retention and rewards.

**Event Administration & Legal Considerations**

Really? I have to think about that? Despite being a ‘fun’ industry, there are lots of behind-the-scenes ‘t’s’ to be crossed and ‘i’s’ to be dotted; obligations to be met; risks to be avoided/protected against; staffs and boards to be managed and supported; services to be secured and contracts to be signed. We’ll do our best to help you understand them.

**Operations: From Vision to Reality**

The expansive area of ‘Operations’ is where the rubber meets the road and this session will cover multiple areas that can make or break an event.

* *Event Infrastructure:* The infrastructure for many events is a lot like building a small village where the day before there was nothing. Stage, lights, sound, tents, vehicles, decorations, bleachers, food delivery, trash pick-up, communications, utilities, parking, et al., we’ll talk about what you may need, where to go get it, and lots of insider-tips to remember in the process.
* *Attendee & Support Services:* Whenever you plan to draw a crowd, you’ve got to be thinking about what their needs may be: information, medical, lost kids, rest areas, ATM’s, restrooms, trash disposal, signage, communications, safety and security plans; accessibility; and much more. We’ll make sure you don’t forget anything.
* *Programming, Site-Design and Event Flow:* When did having fun require so much thinking? Like a theme park, effectively planning your event programming, site layout, service accessibility, etc., can ultimately affect sales; safety; friendly-neighbor relationships; and the overall experience for your attendees. We’ll cover some important, if not critical, considerations that will keep your event flowing smoothly.
* *Environmental Realities:* Events can play an important role through education and as a role model in protecting the environment. We’ll touch on some of the ‘Green Reality’ options that events can consider today.

**Merchandise Programs**

From keepsakes to entry tickets; sponsor promotions to retail outlets; on-line and on-site; a successful merchandise program can drive both memories and revenues. This session will cover the components and considerations of a successful merchandise program.

**The Basics of Sponsorship Sales and Service**

There are very few events today that can operate without sponsorship support, but successful sponsorship doesn’t just happen. This session will cover the basics of sponsorship and successful sponsorship sales, including why sponsors sponsor and how to identify and create a valuable menu of sponsorship benefits/assets for your event. Students will also learn about the valuable world of mobile-marketing. And we’ll cover the critical role of sponsor service; the key to renewing and keeping those all-important sponsor partners we all depend on.

**Marketing & Mediums: Traditional, Social and Creative**

All the planning in the world won’t make for a successful event unless it is properly marketed. This session will talk about how to develop an effective marketing plan and considerations for working with traditional media (television, newspaper and radio…yes, they are still around and still important) as well as today’s newest technology options.

**Food & Beverage Programs**

A well-run food and beverage program can add to both the event experience for attendees and the bottom-line for the event. This session will cover the components and considerations of a successful on-site food and beverage program.

**Introduction to Event Risk Management**

Risk management is a central part of any event organizing committee’s planning cycle – it’s both an operational and “duty of care” requirement. What is it? It is a process whereby the event planning team methodically addresses the risks associated with their activities, with the goal of treating or mitigating those risks which may have an adverse impact (financial, image, reputation, etc.) on the event if the risk is materialized. We’ll make sure you are focusing om the critical considerations.

**Social Media Marketing: Understanding the Landscape, Benefits and Challenges**

It’s a new and quickly changing world, with Facebook, Twitter, LinkedIn, Instagram, blogs and many, many more. How do you decide which ones are important and use them as an effective part of your event marketing mix? This session will provide a more in-depth look at maximizing new technologies and opportunities.

**The New World of Event Ticketing, Financial Transactions and Audience Expectations**

Technology has impacted every part of our world, including events**,** in ways we could never have imagined just a few short years ago. This session will talk about options, changes and new considerations in the critical areas of event ticketing, financial transactions, and the constantly changing expectations of those attending our events.

**The Common World of Events and Cities: Building Community through Proactive Events Management**

For events to meet their full potential, to all interested parties, we must learn to see ourselves as a singular team of partners working toward common goals. Key among those partnerships is the one between events and cities. This session will talk about what a successful partnership looks and feels like when it works.

**Is Everyone Invited? The Basics of Including Those with Disabilities**

In the United States, events that are open to the public are required to comply with the Americans with Disabilities Act, known as the world’s most stringent disability rights law. The lessons are important ones to consider at events around the world. Together we will go through the basics of getting started with your comprehensive Access Plan. This will not only help make your event more inclusive and more accessible but it will also help protect you from litigation.

**How’d You Do? Surveys, Evaluations and Economic Impact Studies**

No event is complete until the last survey and evaluation is in. This is the first step in all future events and this session will teach you how to do it effectively and cost-effectively.

**Year-Two Team Event Presentations**

Year-One Event Management School students will participate in the City Event Concept Project reports by second year student teams, asking questions, and serving in the shared role of ‘People’s Choice’ Judge.

**Year TWO Classes**

**The Application of Project Management to Events**

Events are the end result of countless details, processes, and tasks, all coming successfully together; but how do you manage all of those priorities and make sure nothing falls between the cracks? Project Management is an accountable management method using tools and techniques honed over 50 years of use around the world by governments, corporations, and selected events. This session will set the stage for coordinating everything else that follows and provide an important tool for all those attending.

**Applied Programming Development / Designing and Controlling the Event Experience**

Like a work of art in progress, students will learn how industry professionals research and stay current with a selected city / event market and go from concept to reality, developing and visualizing event concepts and event programming/operational plans, taking into account original goals and visions, target audiences, venues and event site flow, hours of operation, and much more, providing a base from which to begin projecting realistic budget and resource needs, and a road map for making changes along the way.

A step beyond planning the event program, the event ‘experience’ for attendees must be also be planned from start to finish, providing both ambiance and function for a safe, attractive, fun and easily navigable environment. Whether they are aware of it or not, attendees will be impacted by details covered in this session.

**Advanced Risk Management / Contingency Planning and Event Security / Emergency Management**

The tragedy of realities like the Las Vegas shootings and Boston Marathon bombings, together with concerns like stage collapse or vehicular incidents, airshow crashes, crowd panic or control situations, gang-related violence and drug-related deaths at events and in cities of all sizes, serve as stark reminders of the need to plan and prepare for all the many incidents / possibilities that can / may affect our events on a moment’s notice. This important session will address what keeps us up at night and the steps that we can realistically take to address those concerns through contingency planning and preparation, as well as on-site during an event.

**Inside Perspective: What Cities Want from Events and the New Age of Partnership in Municipal Event Management**

The relationship between cities and events has been evolving (sometimes devolving) for many years. Whether you are creating a new event or continuing to build upon a long-existing one, you must first start from a level of understanding about what cities want from events. Combining your goals with theirs, you can build a lasting and powerful partnership that will provide exponential benefits for everyone. This session will define some of those key goals and how to achieve them.

**Is Everyone Invited? Advanced Considerations for Including Patrons with Disabilities**

Following on our introduction course in Year One, this session will delve a step deeper into the design and management of an event’s comprehensive Access Program. You will learn what the Department of Justice wants you to prioritize and put together a draft Access Plan for your team’s project. From service animals to sign language to infrastructure, we’ll help make sure that you are prepared.

**Applied Sponsorship Research**

Before you start selling your event, you have to first do your homework. This session will instruct students on how to conduct sponsor research, where to look, what to look for and how to use what you find.

**Applied Budget Development**

Working from a draft event program plan, and other desired ‘bells and whistles’ that impact the event ‘experience’, students will learn how to develop an event budget, discussing what to include, how/where to research, fair and realistic estimates, the keeping of formula and assumption notes/records, use of a budget in managing an event throughout the planning and production process, budget reports, tracking expectations and more.

**Applied Sponsorship Proposals and Follow-Up Reports**

“It’s all in the presentation…” or so goes the old (and true) adage. Students in this session will learn about and practice writing sponsorship proposals and follow-up reports; two points-of-critical-impact with sponsors.

**City Event Concept Project & Presentations**

The City Event Concept Project will provide a substantial hands-on experience with an event focus. Event expert team advisors will help to guide event teams through a week of market research, concept creation/design, budget reality checks, and presentation stages of an all-new event concept(s) for an actual city (including limited-use “Client” contact). Teams will present their completed plans/concepts to a panel of industry leaders and fellow-students on the last day, who will offer critiques, insights and accolades. Final plans/concepts deemed the most feasible will be offered to the selected city for consideration in their own internal creative process and the winning team will be recognized for pride and posterity on the Event Management School ‘Oglebay Cup’ trophy.

During the week, each team (assigned randomly to reinforce the reality of an event environment) will participate in the following project steps:

* Research and Development of Creative and Innovative Event Concepts to Serve Market Needs, Challenges & Opportunities; Audiences; Event Calendar; Organizational Mission; Available Venues; and Unique Capabilities
* Research & Development of an Event Programming / Management / Operational Plan and Expense Budget to Meet Defined Goals
* Research and Development of an Event Income Budget with Suggested and Realistic Sources, plus Sales Strategies, to Meet Defined Goals
* Professionally Delivered City Event Concept Presentations (all team members must play a role in the final presentation) in the format of an outside consulting firm presenting concepts to a client

Teams will be assessed on Team Work, Event Proposal / Plan and Presentation.