Kansas CTE

Event Planning and Management - Hospitality and Tourism Career Cluster - Course # 34052

CIP Codes: Restaurant and Event Management (12.0504) Travel and Tourism (52.0901)

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COMPREHENSIVE STANDARD: 13.0 Synthesize knowledge, skills and practices required for careers in hospitality, tourism and recreation 13.0

A **Benchmark: 13.1 Demonstrate procedures applied to safety, security, and environmental issues.** 13.1

1. Identify safe working habits and security procedures for event planning and management (i.e. job safety analysis). 13.1.1
2. Use equipment according to manufacturer guidelines and/or government regulations. 13.1.2
3. Practice personal safety to avoid injury or accidents. 13.1.3

B **Benchmark: 13.2 Apply concepts of quality service to assure customer satisfaction.** 13.2

1. Identify the information that needs to be obtained from the customer to accept payment for goods or services and research software/systems available to manage the information. 13.2.1
2. Analyze customer service skills to ensure quality service and guest satisfaction. 13.2.2
3. Identify accurate verbal and nonverbal cues to provide a positive experience for guests and fellow employees. 13.2.3
4. Understand the need for accuracy in mathematics, reading comprehension and writing to correctly deliver products or services to guests. 13.2.4

C **Benchmark: 13.3 Demonstrate management of recreation, leisure and other programs and events.** 13.3

- Explore the various types of event planning and managing services within the industry. (i.e. fundraiser, sporting event, special occasion/celebration, concert, etc). 13.3.1

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2 Explain the role of individual departments as they impact the business as a whole. 13.3.2

3 Research how to develop an event budget and investigate how the economy may impact this process. 13.3.3

4 Analyze current trends to determine if changes should be made to future products and services. 13.3.4

5 Use principles of budgeting and forecasting to maximize profit and growth. 13.3.5

6 Research costs, pricing and market demands to promote profitability. 13.3.6

7 Utilize information from market segmentation (i.e. ethnicity, geographical, gender, income, etc). to guide product and service decisions. 13.3.7

8 Identify the staffing needs for varying event types and the skills employees need to fill those positions. (*10.3.2) 13.3.8

9 Prioritize tasks to be completed. 13.3.9

10 Develop a BEO (banquet event order) and follow the entire BEO shelf life from creation to the conclusion of the event and note the intricacies involved with making it successful. 13.3.10

11 Research the RFP process (request for proposal process) and demonstrate how to create a proposal. 13.3.11

12 Demonstrate industry standards for meeting room sets for different events (i.e. screen placement, isle width, classroom style, rounds, etc). 13.3.12

13 Identify the different client segments, needs and budgets (i.e. corporate business, social events, non-profit companies, special events, etc). 13.3.13

14 Demonstrate an operating procedure for an event to include objectives, timeline, budgets, tasks, staffing, event marketing, event diagram/layout, media promotion, facility and equipment needs. 13.3.14

15 Analyze work roles and responsibilities and how to balance worker assignments. 13.3.15

D **Benchmark: 13.4 Enhance career readiness through practicing appropriate skills in travel and tourism applications.** 13.4

1 Examine career opportunities within the event planning and management fields and the skills/experiences/education needed. 13.4.1

2 Explore the various types of event planning and managing services within the industry (i.e. fundraiser, sporting event, special occasion/celebration, concert, etc.). 13.4.2

3 Practice time management strategies to enhance personal success and when working with work load assignment and scheduling. 13.4.3

4 Use correct grammar, spelling, punctuation and capitalization when preparing written documents. 13.4.4

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5 Recognize ethical and legal responsibilities and how these influence industry standards (i.e. legal age requirements, alcohol service, tip pool management, free admission to events, waste disposal, etc). 13.4.5

6 Research laws pertaining to hiring practices and harassment laws (i.e. diversity, equal employment opportunity, American with Disabilities Act). 13.4.6

7 Recognize ethical and legal responsibilities and how these influence industry standards. (i.e. legal age requirements to serve alcohol, tip pool management, free admission to events, waste disposal, etc). 13.4.7

8 Examine the leadership and teamwork skills needed to create a good working environment that encourages staff retention. 13.4.8

9 Examine skills needed in organizing, controlling, assigning, managing and carrying out work responsibilities. 13.4.9

10 Employ appropriate verbal communication skills when obtaining and conveying information. 13.4.10

11 Develop and/or organize a career portfolio (electronic or physical) to document knowledge, skills, and experience in a career field. 13.4.11