Nebraska CTE

Event Management with Work-Based Learning Experience (038303)

Describe the foundational knowledge pertaining to event planning and management. BMM.HS.14.1	**a** Determine why events and meetings take place (e.g., celebrations, fundraising, milestones, etc). BMM.HS.14.1.A
	b Compare and contrast where events and meetings take place (e.g., resorts, hotels, backyards, fairgrounds, educational institutions, etc). BMM.HS.14.1.B
	c Identify different types of events and meetings (e.g., special/social and educational/business). BMM.HS.14.1.C
	d Describe legal issues affecting the event management industry. BMM.HS.14.1.D
	e Summarize the use of technology as a means of planning, facilitating, and promoting an event (e.g., event-specific software, mobile apps, registration, live streaming, etc). BMM.HS.14.1.E
Evaluate career development and employability skills required for event management. BMM.HS.14.2	**a** Summarize career opportunities and growth potential in event planning and management (e.g., corporate or private event planner, independent contractor, vendor, hotel staff, etc). BMM.HS.14.2.A
	b Identify education and training requirements for careers in event and entertainment management. BMM.HS.14.2.B
	c Demonstrate skills needed in the workplace (e.g., effective communication, successful problem solving, effective customer service skills, etc.). BMM.HS.14.2.C
	d Investigate current trends in the event and entertainment industry. BMM.HS.14.2.D
Analyze the overall design of event planning and management. BMM.HS.14.3	**a** Determine the vision, goals, and objectives of an event. BMM.HS.14.3.A
	b Appraise client needs, wants, and expectations. BMM.HS.14.3.B
	c Analyze the factors that determine a budget/financial strategy for an event. BMM.HS.14.3.C
	d Determine event logistics (e.g., food and beverage, accommodations, site selection, staffing, theme, safety/security, etc.). BMM.HS.14.3.D

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	e Identify key components of an event timeline/itinerary. BMM.HS.14.3.E
Analyze food and beverage operations in event management. BMM.HS.14.4	**a** Examine food and beverage operations in various contexts. BMM.HS.14.4.A
	b Describe the equipment and supplies used in food and beverage operations. BMM.HS.14.4.B
	c Explain the importance of proper sanitation in food and beverage operations. BMM.HS.14.4.C
	d Compare costs, pricing, market demands, and marketing strategies to manage profitability in food and beverage operations. BMM.HS.14.4.D
Analyze effective marketing strategies for the event. BMM.HS.14.5	**a** Describe the importance of each of the 4 P's of the marketing mix for an event. BMM.HS.14.5.A
	b Identify promotional strategies for attracting targeted audiences (e.g., advertising, public relations, personal selling, etc.). BMM.HS.14.5.B
	c Analyze strategies used to determine and adjust prices in order to maximize return and maintain value. BMM.HS.14.5.C
	d Implement channel activities to minimize costs and to determine distribution strategies. BMM.HS.14.5.D
Apply event management skills in a work environment. BMM.HS.14.6	**a** Implement continual appraisal of performance and identify strengths and weaknesses BMM.HS.14.6.A
	b Evaluate the work-based learning experience. BMM.HS.14.6.B
	c Apply emotional intelligence to foster self-understanding and enhance relationships. BMM.HS.14.6.C
	d Apply event management concepts and principles to plan and carry out an event. BMM.HS.14.6.D