

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](#)

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
