Tennessee CTE

Event Planning and Management

A student will have a Personalized Learning Plan that identifies their long-term goals, demonstrates how the Work-Based Learning (WBL) experience aligns with their elective focus and/or high school plan of study, addresses how the student plans to meet and demonstrate the course standards, and addresses employability skill attainment in the following areas: 1

- **a Application of academic and technical knowledge and skills (embedded in course standards)** 1.A
- **b Career knowledge and navigation skills** 1.B
- **c 21st Century learning and innovation skills** 1.C
- **d Personal and social skills** 1.D

Professionalism, Ethics, and 21st Century Skills

2 **Search for the resumes of professional event planners or convention managers from the websites of institutions, organizations, or professional networks. Discuss what is typically included in the resumes of event planner professionals, compare and contrast several examples, and create a personal resume modeled after elements identified in the search.** 2

3 **Create and continually update a personal journal to document skills learned during the event planning experience, and draw connections between the experience and previous course content by reflecting on:** 3

- a Tasks accomplished and activities implemented 3.A
- b Positive and negative aspects of the experience 3.B
- c How challenges were addressed 3.C
- d Team participation in a learning environment 3.D
- e Comparisons and contrasts between classroom and work environments 3.E
- f Interactions with colleagues and supervisors 3.F
- g Personal career development 3.G
- h Personal satisfaction 3.H

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Planning Stages

4 **Compare and contrast successful strategies used by event planning companies, drawing on profiles of these companies and other evidence from industry magazines, news articles, or textbooks, making note of most beneficial strategies. Evaluate which strategies are appropriate for certain events (i.e., galas, banquets, weddings,etc.). As part of the class project, investigate potential nonprofits or organizations for an event, and collaboratively determine which organization would be appropriate given classroom constraints. Potential clients could include, for example, a local non-profit or community organization.** 4

5 **Research and select a nonprofit or organization for a project that is in need of event planning services. Cite specific textual evidence from the organization's literature, as well as independent news articles to summarize:** 5

- a The mission and history of the organization 5.A
- b Headquarters and organizational structure 5.B
- c Services provided 5.C
- d Clients/Customers served 5.D
- e Policies and procedures 5.E
- f Reports, newsletters, and other documents published by the organization 5.F
- g Website and contact information 5.G

6 **Apply skills and knowledge from previous courses in an authentic classroom-based project. Where appropriate, develop, practice, and demonstrate skills outlined in previous courses.** 6

7 **Identify the objective of the event that is to be planned for the nonprofit or other selected organization. Incorporate organization or company interviews into the research. Prepare, review, and revise a written project proposal including the main objective, goals (such as fundraising or attendance), location, criteria, constraints, information obtained through research, and deliverables.** 7

8 **Collaboratively, develop an evaluation professionalism rubric with performance indicators for each of the following professional attributes and use it to evaluate course assignments and personal work:** 8

- a Attendance/punctuality 8.A
- b Professional dress and behavior 8.B
- c Positive attitude 8.C
- d Collaboration 8.D
- e Honesty 8.E
- f Respect 8.F
- g Responsibility 8.G
- Appropriate technology use 8.H

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Event Approval & Timetable

9 **Research how event planning companies submit proposals to potential clients, and compare and contrast sample proposals in a variety of formats. Determine the central components necessary for any proposal (e.g., a projected budget, maps/diagrams of the event space, personnel involved). Develop an original event proposal, developing claims and recommendations for event logistics based on research and evidence. The proposal should include at minimum the following:** 9

- a Introduction 9.A
- b Theme of event 9.B
- c Venue 9.C
- d Entertainment 9.D
- e Timeline of planning 9.E
- f Food and Beverage 9.F
- g Appropriate tablewares, linens, and decorations 9.G
- h Budget/cost analysis 9.H
- i Evaluation professionalism rubric 9.I

10 **Present the event proposal to the client, asking for feedback and recommendations. Analyze the feedback and recommendations to justify any changes to the event proposal, citing evidence from the initial presentation, and incorporate edits into a formal contract to be executed with the client. Submit the final contract for approval, documenting all changes made.** 10

11 **Using the final approved contract, execute the timeline to demonstrate teamwork, problemsolving, and decision-making skills. Work collaboratively to ensure that the needs and expectations of the client are met for the event. In a personal journal, document the capstone experience, drawing on the connections between the project and course content.** 11

12 **Compile and interpret the evaluation rubric and feedback from the client, reading the results closely to allow for critical analysis and reflection. Upon conclusion of the capstone project, craft a reflection paper discussing the experience and its impact on career growth. Use technology to showcasehighlights, challenges, and lessons learned from the capstone.** 12

13 **Create a portfolio, or similar collection of work, that illustrates mastery of skills and knowledge learned in the previous courses and applied in the capstoneexperience. The portfolio should reflect thoughtful assessment and evaluation of the progression of work. The following documents will reside in the career portfolio:** 13

- a Career and professional development plan 13.A
- b Resume 13.B
- c List of responsibilities undertaken throughout the course 13.C

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d Examples of visual materials developed and used during the course (such as graphics, drawings, models, presentation slides, videos, and demonstrations) 13.D

e Event proposal 13.E

f Final contract 13.F

g Description of technology used, with examples if appropriate 13.G

h Periodic journal entries reflecting on tasks and activities 13.H

i Feedback from instructor and/or supervisor based on observations 13.I

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14 Upon completion of the event, develop a technology-enhanced presentation showcasing highlights, challenges, and lessons learned from the experience. The presentation should be delivered orally, but supported by relevant graphic illustrations, such as diagrams, drawings, and models of project findings, and/or physical artifacts that represent the outcome of the project. Prepare the presentation in a format that could be delivered to both a technical and a non-technicalaudience. 14