Utah CTE

Event Planning & Management (2024)

Purpose of Events - Students will understand the different types of events and the goal setting process. 1

1a Explore the different purposes to hold an event, a planned public or social occasion, in your surrounding community. 1.1A

1b Evaluate the purpose. (social/special - fashion show, festivals, weddings, reunions, sporting events, concerts, or educational/professional - conferences, seminars, expo/trade show, retreats, board meetings, workshops) 1.1B

2a Identify client, somebody who buys goods or pays for services, as 1.2A

1 Internal Clients: the stakeholder within your organization that requires you to plan an event for the organization. 1.2A.1

1 Note: you can be the event planner for your own or family's event. 1.2A.1.1

2 External Clients: people that pay for you to plan an event. 1.2A.2

2b Identify participant: a person who is involved in an activity or event 1.2B

2c Identify attendee: a person who plans and shows up at an event or meeting 1.2C

2d Discuss various Event Expectations or the means to determine if an event is successful, by determining the following for the event: 1.2D

1 Vision: an idealized picture of the event outcome 1.2D.1

2 Goals: broad, long-term aims that define accomplishment of the vision 1.2D.2

3 Objectives: specific, quantifiable, realistic targets that measure the accomplishment of a goal 1.2D.3

3 Determine the theme, the design, ambiance (the character and atmosphere), feel, and customer experience during the event. 1.3

1 Appropriate themes for different events, including taste level and degrees of quality. 1.3.1

2 Achieving a client's vision successfully. Example: Client wants a cookie buffet and only gets a cookie basket. 1.3.2

1 "Under promise and over deliver" 1.3.2.1

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reate a financial strategy and budget: an estimation of the costs an event will ncur based on plans made as well as research. 2.1

create and utilize event budgets and planning tools. 2

1. Research the cost allocation for expense items. Be sure to cover the following categories: 2.1.1
    1. Venue 2.1.1.1
    2. Technology 2.1.1.2
    3. Food and Beverage 2.1.1.3
    4. Staffing 2.1.1.4
    5. Transportation 2.1.1.5
    6. Promotion 2.1.1.6
2. Describe the need to keep expenses low and to stay within a budget to gain the best return on investments defined as the net revenue an event receives from ticketed events. 2.1.2
    1. ROI Formula: (Event Revenue - Event Expenses) / Event Expenses = ROI 2.1.2.1
3. Note: If your ROI is 100%, that means you doubled your investment 2.1.3

2a Create both long-term and short-term planning tools for an event. 2.2A

1. Long-Term 2.2A.1
    1. Mood/Inspiration board: an arrangement of images, materials, pieces of text, etc. intended to evoke or project a particular style or concept to clarify the event theme. 2.2A.1.1
    2. Event timeline: a long-term event planning timeline that refers to a chronological series of events and actions taking place over a period of time. 2.2A.1.2
2. Short-Term: Cover the following list of Documents and tools used to plan events 2.2A.2
    1. Event schedule: 2.2A.2.1
    2. Venue map: a scale diagram of the arrangement of the event 2.2A.2.2

2b Discuss additional short term tools as needed: vendor list, delivery schedules, setup and teardown plans 2.2B

Venue Specifics - Students will differentiate between diverse venues and services to determine a location that best meets the client's vision. 3

1. **Identify needs in Venue or site selection for participants and attendees.** 3.1
    1. Projected participants and attendance for the event 3.1.1
    2. ADA the Americans with Disabilities Act requires that all facilities have handicapped accessibility. 3.1.2
    3. Essential needs such as restrooms, kitchens and waste management needs 3.1.3
    4. Physical layout and flow of facility for educational/professional events. 3.1.4
        1. Types: Theater, U-Shape, Classroom, Board Room, etc. 3.1.4.1

    Spatial design, layout, and flow for social/special events. 3.1.5
        1. Type: Banquet, reception, crescent or half-moon, etc. 3.1.5.1

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6 Determine contracts, a written or spoken agreement concerning an event that is intended to be enforceable by law, that will be needed. 3.1.6

1 Vendors, facility, keynote speaker, etc. 3.1.6.1

7 Explain that some vendors require contracts oftentimes with a deposit in advance to secure service. 3.1.7

8 Emphasize that the details may differ from vendor to vendor and they should be read carefully before signing. Copies should be kept for reference. 3.1.8

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2 Examine the use of technology as means of facilitating and enhancing an event. 3.2

1 In-person technology 3.2.1

1 Audio/Visual technology: video projection, screens, cameras, speakers, microphones, music, DJ, lighting 3.2.1.1

2 Virtual or Hybrid technology 3.2.2

1 Event specific software, social media, mobile apps, registration, live streaming cameras and software. 3.2.2.1

2 Virtual event: an online event that involves people interacting in a virtual environment, rather than a physical location 3.2.2.2

3 Hybrid events: a mix of live and virtual events 3.2.2.3

4 Emerging industry of virtual or hybrid software options 3.2.2.4

3a Discover food and beverage service options for an event 3.3A

1 Cater: provide food and drink at an event 3.3A.1

3b Onsite or Offsite may be dictated by the location 3.3B

1 Feeding Participants/Staff: meals, snacks, and gift bags, 3.3B.1

2 Catering styles: Pre-boxed, buffet style, family style and plated meals 3.3B.2

3 Consider special diets and restrictions: allergies, vegan, vegetarian, gluten free, diabetic and other health or religious diets 3.3B.3

4 Calculate menu and meal planning, including costs per person, and total expense for attendees. 3.3B.4

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4 Transportation and accommodations 3.4

1 Explore the different transportation options for attendees and participants when planning an event including: airlines, shuttle, charter bus, taxi, ride shares, and public transit 3.4.1

2 Determine lodging applicable to site by requesting a block of rooms, a group of hotel rooms for the guests attending an event 3.4.2

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5 Determine necessary staffing for an event and discuss common event staffing 3.5

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1 Security Staff 3.5.1

2 Check-in/Registration Staff 3.5.2

3. Ushers: a person who shows people to their seats 3.5.3
4. Food and Beverage Coordinator & Servers 3.5.4
5. Janitorial staff 3.5.5
6. Parking/valet 3.5.6

Promotion & Evaluation - Students will understand the importance of promotional strategies and evaluation measurements to increase return on investment for an event. 4

1. **Understand the types of promotion for event planning.** 4.1
    1. Define promotion as the efforts to inform, persuade, and remind current and potential customers about a business's products or services 4.1.1
    2. Define the promotional mix: advertising, public relations, personal selling, and sales promotion. 4.1.2
    3. Identify the appropriate types of promotion for specific events 4.1.3
        1. Weddings, Anniversary, Birthday Events (Direct Mailing, emailing, Invitations, and E-invites) 4.1.3.1
        2. Conferences, Expos, Tradeshows (Billboards, Websites, Trade publications and Press release) 4.1.3.2
        3. Seminars, Retreats, Reunions, (Internal communications, email, social media platforms and groups) 4.1.3.3
        4. Performances, Concerts, Fundraiser, Outdoor Recreation and Sporting Events (Radio, Streaming & TV ads, Billboards, Posters, Marquees, Digital ads, Transit ads such as Bus, subway and car wraps. 4.1.3.4
    4. Word Of Mouth in Digital Marketing: Is called Paid, Owned, Earned Media or advertising 4.1.4
        1. Owned Media: is any content owned and controlled by an organization, such as a content posted on a blog, website or social media channel. 4.1.4.1
        2. Earned Media: is any material written about an event that the event hasn't paid for or created themselves. 4.1.4.2
            1. UGC (User Generated Content): is any content — text, videos, images, reviews, shares, mentions, reposts etc. — created by people (fans), rather than brands. 4.1.4.2.1
        3. Paid Media: is marketing that you pay for and includes paid advertising, branded content, and display ads. 4.1.4.3

2. **Event planning and management evaluation after the conclusion of the event.** 4.2
    1. A debrief of the goals and objectives with the client 4.2.1
    2. Staff debriefing to gain feedback of the pros and cons and "what we learned" moments. 4.2.2
    3. Evaluate the profit and loss. (Ticket sales, attendance percentages, revisiting your budgeted projection and documenting the actual expenses) 4.2.3
    4. Evaluate the ROI (return on investment) if necessary to the event's vision 4.2.4

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5 Use customer surveys and social media reviews to evaluate the success of the event. 4.2.5

Careers & Pathways - Students will understand the Event Planning and Management career field. 5

1 **Explore career opportunities in event planning and management.** 5.1
   1 Research career growth trajectory. 5.1.1
   2 Examine salary and benefits for careers in Event planning and Management 5.1.2
      1 2021 Median Salary is 5.1.2.1
      2 Networking opportunities 5.1.2.2
      3 Travel opportunities 5.1.2.3
   3 Identify career types: 5.1.3
      1 Corporate Events 5.1.3.1
         1 Convention Planner, Hotel Manager, Venue Manager, Social Media Coordinator 5.1.3.1.1
      2 Community Events 5.1.3.2
         1 Volunteer & Fundraising Coordinator 5.1.3.2.1
         2 Sponsorship Coordinator 5.1.3.2.2
      3 Private Event Planning 5.1.3.3
         1 Wedding and Party planners, Catering Event Manager, Communications Manager 5.1.3.3.1

2 **Develop professional and interpersonal skills needed for success in event planning and management.** 5.2
   1 Identify soft skills needed in the workplace. (i.e. good communication, being prompt, successful problem solving, good customer service skills, working in teams.). 5.2.1
   2 Identify hard skills needed in the workplace. (i.e. degree areas and certificates). 5.2.2
   3 Apply hire-ability skills needed to gain employment. 5.2.3

3 **Research the the Hospitality & Tourism pathway and Post-secondary programs available in Event Planning and Management Careers** 5.3