Course Description
The Event Planning and Management course is designed for students interested in learning about this multi-billion dollar industry. Students are introduced to many facets of event planning including: site selection, budgeting, promotion, and catering. Students will organize, plan, and evaluate various meetings and events. Examples include, but not limited to, conferences, sporting events, weddings, and workshops.

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<thead>
<tr>
<th>Intended Grade Level</th>
<th>10-12</th>
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<tbody>
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<td>Units of Credit</td>
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<td>Core Code</td>
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<td>Prerequisite</td>
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<td>Skill Certification Test Number</td>
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<td><strong>Required Endorsement(s)</strong></td>
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<td>Endorsement 1</td>
<td>Business and Marketing (CTE/General)</td>
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<td>Endorsement 2</td>
<td>Business and Marketing Core</td>
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<td>Endorsement 3</td>
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STRAND 1
Students will understand the basics pertaining to event planning and management.

Standard 1
Discuss why events and meetings take place.
  • Trainings, celebrations, fundraising, milestones, etc.

Standard 2
Discuss where events and meetings take place.
  • Resorts, hotels, back yards, fair grounds, educational institutions, etc.

Standard 3
Identify different types of events and meetings.
  • Define special/social event types.
    • Any event where a group of people gather to watch or participate. (Fashion show, festivals, weddings, reunions, sporting events, concerts, etc.)
  • Define educational/business event types.
    • Any event where participants are provided knowledge or trainings. (Conferences, seminars, retreats, board meetings, workshops, etc.)

STRAND 2
Students will understand the Event Planning and Management career field.

Standard 1
Explore career opportunities in event planning and management.
  • Research career growth trajectory.
  • Examine salary and benefits.
  • Example career types: corporate or private event planner, independent contractor, vendor, hotel staff, etc.

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

Performance Objective
Research career opportunities associated with event planning and management in Utah.
STRAND 3
Students will analyze the architecture of event planning and management.

Standard 1
Determine the vision, goals, and objectives of an event.
- Evaluate the purpose.
- Determine the theme.
- Identify client expectations.
- Create contracts (a written or spoken agreement concerning an event that is intended to be enforceable by law) if applicable.

Standard 2
Create a financial strategy and budget.
- Estimate and forecast the cost allocation for expense items.
- Identify negotiating skills needed to obtain best return on investments.

Standard 3
Identify needs in site selection for participants or attendees.
- Physical layout and flow of facility for business/educational events.
  - Types: Theater, U-Shape, Classroom, Board Room, etc.
- Spatial design, layout, and flow for special/social events.
  - Type: Banquet, reception, crescent or half-moon, etc.
- Determine contracts when necessary.
  - Vendors, facility, keynote speaker, etc.

Standard 4
Create overall event timeline.
- Planning Itinerary: guideline and deadlines for event planning stage.
- Event Itinerary: guidelines for the day of the event.

Standard 5
Examine the use of technology as means of facilitating an event.
- Event specific software, mobile apps, registration, live streaming, etc.
- Social media as a promotional tool.

Standard 6
Coordinate food and beverage services (if applicable to event).
- Use of catering and servers (onsite or offsite).
- Calculate menu and meal planning, including costs per person, for attendees.

Standard 7
Determine necessary staffing (if applicable to event).
- Audio/visual, security, ushers, greeter, hosts, parking/valet, etc.
Standard 8
Transportation and accommodations (if applicable to event).
  • Research shuttle, charter bus, taxi, public transit applicable to site.
  • Secure hotel and lodging applicable to site by requesting a block of rooms (a group of hotel rooms for the guests attending an event)

Standard 9
Understand the possible types of promotion for event planning.
  • Define promotion (The efforts to inform, persuade, and remind current and potential customers about a business’s products or services)
  • Understand the types of promotion: advertising, public relations, personal selling, and sales promotion.
  • Identify the appropriate types of promotion for specific events.

Standard 10
Event manager and planning evaluation after conclusion of event.
  • Use customer surveys, social media reviews and staff debriefing to gain feedback.
  • Evaluate the profit and loss. (Ticket sales, attendance percentages, etc.).

Performance Objective
Plan an event utilizing the architecture of event planning and management.