



Event Management

Career Cluster	Hospitality and Tourism
Course Code	16152
Prerequisite(s)	Recommended: Introduction to Hospitality, Tourism, & Recreation OR Foundations of Travel & Tourism
Credit	0.5
Graduation Requirement	N/A
Program of Study and Sequence	Introduction to Hospitality, Tourism, & Recreation OR Foundations of Travel & Tourism – Event Management – Capstone Experience
Student Organization	Family, Career and Community Leaders of America (FCCLA), SkillsUSA, Future Business Leaders of America (FBLA)
Coordinating Work-Based Learning	Job Shadowing, Student Internships, mentoring, interviewing professionals, workplace tours, guest speakers, entrepreneurship
Industry Certifications	National Career Readiness Certificate (NCRC)
Dual Credit or Dual Enrollment	NA
Teacher Certification	Family and Consumer Sciences (FACS), FACS Education, Hospitality and Tourism Cluster Endorsement
Resources	Career Investigation STAR Event, Life Event Planning STAR Event, SkillsUSA Entrepreneurship Competition, SkillsUSA Customer Service Competition

Course Description:

In Event Management, students organize, plan, implement, and evaluate events while developing event management skills.

Program of Study Application:

Event Management is a pathway course in the Hospitality and Tourism career cluster; Recreation, Travel & Tourism Pathway.

Course Standards

EM 1 Students will analyze career opportunities in event planning and management.

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 1: Recall	EM 1.1 Identify career opportunities in event planning and management	
Level 3: Strategic Thinking	EM 1.2 Assess personal and technical characteristics necessary for career success in event planning	Characteristics may include attendance, punctuality, professional dress and behavior, positive attitude, collaboration, honesty, respect, responsibility.

Notes

EM 2 Students will explore professional roles and responsibilities of event planning.

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 2: Skill/Concept	EM 2.1 Compare and contrast different kinds of events	Events may include meetings, conventions, weddings, expositions, farmers' markets, fundraisers, birthday parties, community-related.
Level 1: Recall	EM 2.2 Define components of event coordination	Components may include themes, budgets, timelines, agendas, itineraries.
Level 2: Skill/Concept	EM 2.3 Explore forms, records, and contracts related to event planning	
Level 2: Skill/Concept	EM 2.4 Discuss legal, ethical, safety and security responsibilities of event planners	Components may include licensing, certifications, insurance.

Notes

EM 3 Students will create an event proposal.

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 1: Recall	EM 3.1 Identify the purpose of the event	
Level 1: Recall	EM 3.2 Identify client needs, wants, and expectations	
Level 3: Strategic Thinking	EM 3.3 Create a budget based upon client input	
Level 3: Strategic Thinking	EM 3.4 Determine event logistics	Logistics may include theme, venue, entertainment, food & beverage, timeline, third-party contractors.
Level 4: Extended Thinking	EM 3.5 Present proposal for client feedback	

Notes

EM 4 Students will implement planned event.

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 3: Strategic Thinking	EM 4.1 Assess use of professional skills and attributes in event implementation	Assessment may include observation as well as demonstration of skills.
Level 4: Extended Thinking	EM 4.2 Demonstrate teamwork, problem-solving, and decision making skills in implementing planned event	
Level 4: Extended Thinking	EM 4.3 Demonstrate conflict resolution strategies in managing events	Conflicts may occur between co-workers, customers, clients, vendors, and management.

Notes

EM 5 Students will evaluate completed event.

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 3: Strategic Thinking	EM 5.1 Develop a process for event evaluation	
Level 3: Strategic Thinking	EM 5.2 Draw conclusions regarding effectiveness of event	

Notes