

BUSS H2701: Event Planning

Language of Instruction: English Credits: 5 FQ Level: 6 Module Delivered In 2 programme(s) Teaching & Learning Lectures, case studies, field trips, practical work, group based activities and problem based learning and guest speakers. Module Alm: The aim of this module is to develop students knowledge, skills and competence in event planning. Learning Outcomes On successful completion of this module the learner should be able to: O1 Conceptualize and design an event. O2 Develop an Event Management Plan that details the operations and management of all aspects of an event. O3 Understand the Management of a live event that follows the planning, guidelines and policies set out in the Event Management Plan. O4 Present a formal event plan presentation to a potential client/employer. Pre-requisite learning Wodules skill) that is recommended before enrolment in this module. No recommendations listed Theose are modules which have learning outcomes that are too similar to the learning outcomes of this module. No incompatible modules listed Co-requisite modules listed No Co-requisite modules listed No Co-requisite modules listed		~~~		
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Module Content & Assessment

Indicative Content

Conceptualize and design an event.

Event Concept, purpose, objectives, scope, theme and format. Research current event trends and practices. Event feasibility. Event Design. Venues, sites. Event Staging. Service providers. Logistics. Performance Management. People Management.

Develop an Event Management Plan.

Event Team, Role and Responsibilities. Event venue design & logistics. Event activities; events/presenters/entertainers. Event Data Recording; registration/sign-in, visitor numbers, finance, incident reporting.

Managing a live event.

Concept to operational events. Managing events including operations, health and safety, security, catering, communications and media. Manage the event team. Project Management. Event Software and IT.

Analysis of Event

Join an existing event team to gain learning opportunities around event planning, management and work practices. Students will investigate an existing event October/November e.g. WexSci, Wexford Opera Festival, Wexford Speigeltent to develop experience in event management. Students will conduct surveys and should engage with the event itself through volunteering or participating in on site event talks.

Assessment Breakdown	%	
Project	100.00%	

Special Regulation

Project; Event Management Plan

Continuous Assessr	nent			
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Conceptualize and prepare an event management plan	1,2,3,4	100.00	Week 14
-				

No Project

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment



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Module Workload Workload: Full Time Average Weekly Learner Workload Workload Type Frequency 12 Weeks per Stage Lecture 3.00 Independent Learning 15 Weeks 5.93 per Stage Total Hours 125.00 Workload: Part Time Workload Type Frequency Average Weekly Learner Workload 12 Weeks per Stage Lecture 1.50 15 Weeks per Stage 2.97 Independent Learning Time Total Hours 62.50

Module Delivered In						
Programme Code	Programme	Semester	Delivery			
CW_BWTEM_B	Bachelor of Science (Honours) in Tourism and Event Management	3	Mandatory			
CW_BWTEM_D	Bachelor of Science in Tourism and Event Management	3	Mandatory			