Module Title:	Event Planning
Language of Instruction:	English

Credits:	5

NFQ Level:	6

Module Delivered In	2 programme(s)

Teaching & Learning Strategies:	Lectures, case studies, field trips, practical work, group based activities and problem based learning and guest speakers.

Module Aim:	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:

LO1	Conceptualize and design an event.
LO2	Develop an Event Management Plan that details the operations and management of all aspects of an event.
LO3	Understand the Management of a live event that follows the planning, guidelines and policies set out in the Event Management Plan.
LO4	Present a formal event plan presentation to a potential client/employer.

Pre-requisite learning
Module Recommendations *This is prior learning (or a practical skill) that is recommended before enrolment in this module.*
No recommendations listed
Incompatible Modules *These are modules which have learning outcomes that are too similar to the learning outcomes of this module.*
No incompatible modules listed
Co-requisite Modules
No Co-requisite modules listed
Requirements *This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.*
No requirements listed

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 Assessment				
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

Module Workload

Workload: Full Time

Workload Type	Frequency	Average Weekly Learner Workload
Lecture	12 Weeks per Stage	3.00
Independent Learning	15 Weeks per Stage	5.93
	Total Hours	125.00

Workload: Part Time

Workload Type	Frequency	Average Weekly Learner Workload
Lecture	12 Weeks per Stage	1.50
Independent Learning Time	15 Weeks per Stage	2.97
	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