Module Title:	Principles of Event Management
Language of Instruction:	English

Credits:	10

NFQ Level:	6

Module Delivered In	No Programmes

Teaching & Learning Strategies:	Formal lectures, group-based activities, class discussion, field trips and case studies will cover the material and its practical application.

Module Aim:	This module introduces students to the key principles that underpin events management as a discipline, and to the characteristics of the event industry. Different classification of events; typologies and models of event management; key management skills and competencies are explored. This module is relevant to individuals working in an event support and management role. Students will develop an understanding of events from the planning phase right through to execution.

Learning Outcomes
On successful completion of this module the learner should be able to:

LO1	Identify the key characteristics of event management
LO2	Analyze the range of event types and logistics of the concept
LO3	Establish the aims and objectives and prepare an event proposal
LO4	Evaluate, monitor and control the broader impact of events

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
Introduction to Event Management, concept and design Size of events. Types of events - sporting, business and leisure. Event differentiation - purpose and objectives, scope, nature of audience, key stakeholders and key elements.The event team. Code of ethics - introduce ethical and legal issues for the event industry. Designing the event - develop an event concept and format that are operationally practical and result in the achievement of event objectives, develop a concept, theme and format for a complex event to meet a specified need. Logistics of the concept.
Feasibility and Planning Keys to success. The SWOT analysis. Develop a Mission Statement. Establish the aims and objectives of the event. Explore the logistic and financial feasibility of the event. Prepare an event proposal inclusive of budget, break-even points and target profit.
Staging, Operations and Logistics Analise venue requirements - research and select an appropriate venue, choose a theme. Arranging services and managing the environment - access, licenses, equipment, utilities and litter and waste management. Organizing policies, procedures and performance standards. Providing leadership, job responsibilities, volunteer and staff motivation.
Monitoring, Control and Evaluation Monitoring and controlling systems. Operational monitoring and control - create checklists, create a blueprint, consider logistics. Evaluation and the broader impact of events - develop legacy programmes post event.

Assessment Breakdown	%
Continuous Assessment	50.00%
End of Module Formal Examination	50.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Produce an event management proposal outlining the design, plan and staging of the event.	1,3	50.00	n/a

No Project

No Practical

End of Module Formal Examination				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Formal Exam	In class exam	2,4	50.00	End-of-Semester

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

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Module Workload

Workload: Full Time

Workload Type	Frequency	Average Weekly Learner Workload
Lecture	30 Weeks per Stage	3.00
Independent Learning Time	30 Weeks per Stage	4.00
	Total Hours	210.00

Workload: Part Time

Workload Type	Frequency	Average Weekly Learner Workload
Lecture	Every Week	1.50
Independent Learning Time	Every Week	3.00
	Total Hours	4.50