

<b>Module Title:</b>	Event Planning and Sustainability
<b>Language of Instruction:</b>	English
<b>Credits:</b>	10
<b>NFQ Level:</b>	6
<b>Module Delivered In</b>	No Programmes
<b>Teaching &amp; Learning Strategies:</b>	Lectures, case studies, field trips, practical work, group based activities and problem based learning and guest speakers.
<b>Module Aim:</b>	The aim of this module is to develop students knowledge, skills and competence in event planning and the sustainability of environmental, societal, economic and cultural impacts of events.
<b>Learning Outcomes</b>	
<i>On successful completion of this module the learner should be able to:</i>	
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	Manage a live event that follows the planning, guidelines and policies set out in the Event Management Plan.
LO4	Identify sustainable practices across environmental, societal, economic, cultural and other event impact areas.
LO5	Create a Post Event Report on the operational , environmental, economic, societal and other impact areas.
<b>Pre-requisite learning</b>	
<b>Module Recommendations</b> <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
<b>Incompatible Modules</b> <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
<b>Co-requisite Modules</b>	
No Co-requisite modules listed	
<b>Requirements</b> <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
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.

#### Manage 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.

#### Event sustainability

Sustainable work practices across environmental, societal, community impact, economic impact, cultural and other impact areas. Comply with environmental regulations. Opportunities to improve resource efficiency.

#### Evaluate the sustainability of events and report on data collected

Post event reporting. Data analysis. Stakeholder communication. Post event survey.

#### Assessment 1 (formative) MANAGEMENT & SUSTAINABILITY STUDY OF EVENT

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

### Assessment Breakdown

%

Continuous Assessment

100.00%

### Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	PROJECT 2: EVENT MANAGEMENT PLAN Weighting: 30% Given a brief for an upcoming event, create an event management plan	3,4,5	30.00	Sem 1 End
Project	PROJECT 3: LIVE EVENT MANAGEMENT Manage an Event and perform a post event analysis. Event will be on campus as part of an event in February, e.g. RAG week, Health Awareness Week, Sport Week	1,2,3,4,5	30.00	Week 24
Project	PROJECT 4: EVENT MANAGEMENT Group Project – Team of Two, individually marked. Cross module assessment with Event Organisational Control module, student takes role of Event Manager in conceptualising event, writing event proposals, sustainable event analysis, event management plan, managing event and post event reporting. Student from Event Planning module will be on a team with student from Event Operational Control module take the roles of event manager and event controller respectively. Students will therefore be on two event teams each. Marks here for event manager role only.	1,2,3,4,5	40.00	Sem 2 End

No Project

No Practical

No End of Module Formal Examination

### Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	PROJECT 2: EVENT MANAGEMENT PLAN Given a brief for an upcoming event, create an event management plan	3,4,5	30.00	Sem 1 End
Project	PROJECT 3: LIVE EVENT MANAGEMENT Manage an Event and perform a post event analysis. Event will be on campus as part of an event in February, e.g. RAG week, Health Awareness Week, Sport Week	1,2,3,4,5	30.00	Week 24
Project	PROJECT 4: EVENT MANAGEMENT Group Project – Team of Two, individually marked. Cross module assessment with Event Organisational Control module, student takes role of Event Manager in conceptualising event, writing event proposals, sustainable event analysis, event management plan, managing event and post event reporting. Student from Event Planning module will be on a team with student from Event Operational Control module take the roles of event manager and event controller respectively. Students will therefore be on two event teams each. Marks here for event manager role only.	1,2,3,4,5	40.00	Sem 2 End

No Project
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No Practical
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No End of Module Formal Examination
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**SETU Carlow Campus reserves the right to alter the nature and timings of assessment**

**Module Workload**

<b>Workload: Full Time</b>		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	30 Weeks per Stage	3.00
Independent Learning Time	30 Weeks per Stage	4.00
Total Hours		210.00

<b>Workload: Part Time</b>		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	1.50
Independent Learning Time	Every Week	3.00
Total Hours		4.50

