

Module Title:	Event Management Project
Language of Instruction:	English
Credits:	10
NFQ Level:	8
Module Delivered In	No Programmes
Teaching & Learning Strategies:	Lectures, case studies, field trips, practical work, problem based learning and guest speakers.
Module Aim:	To develop the students knowledge, skills and competence in Event Management. A strategic approach to event management will be used to develop and present an event project . The student will draw on previous areas of study in this programme.

Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Conceptualize and propose an event concept.
LO2	Design an event.
LO3	Develop an event operational plan.
LO4	Develop an event safety plan.
LO5	Develop a marketing and public relations plan.
LO6	Develop a business plan for an event.

Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements <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 propose an event concept.

Event current trends and practices. Establish event concept. Identify the economic, cultural, societal and other potential event impacts. Conduct a feasibility study. Identify grant applications and sources of funding. Sponsorship and friends programmes. Event bidding. Event proposals.

Design an event.

Event theme. Event site/venue and layout. Entertainment, activities and programme of events. Suppliers. Catering. Customer Services.

Develop an event operational plan.

Legal, insurance, regulations, licenses, contracts, environmental analysis and logistical requirements.

Develop an event safety plan.

Health and safety statement. Risk management statement. Emergency procedures, crowd control, security. Emergency services operations and contacts. Regulatory authorities.

Develop a marketing and public relations plan.

Event marketing strategies. Marketing plan. Public relations strategies. Public relations plan. Data analysis of marketing and PR activities.

Develop a business plan for an event.

Business strategy. Financial management. Sustainability.

Assessment Breakdown

	%
Project	100.00%

No Continuous Assessment

Project

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	ASSESSMENT 1: Event Proposal Given a brief from a real client, students will conceptualise and propose an event concept and create an event proposal, event feasibility study and document any event grant applications, bidding or sponsorship strategies. Deliverable: Event Proposal and Feasibility Study. Grant applications/Sponsorship strategy	1	20.00	Week 6
Project	ASSESSMENT 2: Marketing and PR Plan. Students will create a marketing, PR strategy plan and data analysis strategy.	5	10.00	Sem 1 End
Project	ASSESSMENT 3: Event Business Plan Students will develop a business plan with financial management strategies and sustainability analysis.	6	10.00	Sem 1 End
Project	ASSESSMENT 4: Event Design Given a brief from a real client, students will design an event theme including site/venue/layout, entertainment, activities and programme of events, suppliers, catering, customer services etc. Deliverable: Event Programme of Events and Event Theme Design	2	20.00	n/a
Project	ASSESSMENT 5: Event Operational Plan Given a brief from a real client, students will develop an event operational plan including legal, insurance regulations, GDPR, licences, controls, environmental analysis and logistical requirements. Deliverable: Event Operational Plan	3	20.00	Week 28
Project	ASSESSMENT 6: Event Safety Plan. Given a brief from a real client, students will develop a health and safety statement and perform a risk analysis and prepare a risk management statement. The safety plan may also include emergency procedures, crowd control, security, emergency services operations and contacts and any regulatory authorities requirements.	4	20.00	Week 30

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		
<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

Workload: Part Time		
<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

