

INTRODUCTION:

hat09

HAT 4084:
Event Planning & Management

Welcome to the course:

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- **Attendance & Participation - 30%**
 - as with my previous courses, anyone under 80% attendance will lose a decreasing % of the attendance grade. Also, classroom behaviour is noted (lateness, disruption and not bringing course material)
 - this semester I have started a new **participation points system**
- **Project A: Creating an event - 25%**
- **Project B: Executing an event - 25%**
- **Assignments - 20%**

Course units:

3



Create an event: **Project A** 25%

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- Your **first project** will be to propose, develop and create an event
- In your allocated teams (I will choose them), you will plan an event
- This means:
 - ▣ Create the idea
 - ▣ Propose it to me
 - ▣ Plan all the different parts
 - ▣ Put it into a small report for me

Execute an event: **Project B** 25%

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- Your **second project**
- Having created and planned your event, the task is to **execute/do** it
- This means that you will **hold/do** the event
- You will follow your plan to make it easy and go smoothly
- It is important that all members of the team **participate**

Course material:

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- There is no course book
- I will give you all the materials for the course
- It YOUR responsibility to bring the material to class
- The material will be also posted on the HAT website so there is **never** any excuse for not having it

Objectives of the course:

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- Know the **anatomy** of an event
- Understand what a **successful event** means
- Identify competences for **event professionals**
- Create a **marketing** and **promotional package** for an event
- Identify **human resources** relating to staffing an event
- **Develop** and **coordinate** an event
- Use **technology** to develop, monitor and execute an event
- **Assess** an event

What is an **Event** for HAT?

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- A basic definition could be:
- A type of **gathering** (where people gather)
- Where people **meet** for a specific reason

Brief categories of Events

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Personal events: e.g. Weddings, birthdays, anniversaries.

Organizational events: e.g. Commercial, Political, Charitable, Sales, Product launch, Expo.

Cultural events: e.g. Ceremonial, Religious, Art, Heritage, and Folklore.

Leisure events: e.g. Leisure sport, Music, Recreation.

What do you think is a successful event?

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1. In your opinion, what makes a successful event?
2. What needs to be planned?
3. What do you think is the most important part of an event?
4. How could we have improved at the HAT Christmas Party 2010?
5. What has been your favourite event that you have been to? What made it special?
6. How can you measure how successful an event has been?
7. Why are 'Events' important in China? Why? (consider tradition, face, culture, increased wealth)

Work in pairs (2 people) and write your answers down. I will ask for your answers so that we can discuss as a class. Don't forget to write your names on the paper.



Emails to me:

- You now should be aware of my requirements for emails.
- I recommend that you name your attachments with your name and class
- When writing an email to me with an **attachment**, you must:
 - Hello Carl (or teacher),
 - Please find attached my _____ assignment for the _____ course.
 - Regards,
 - _____ HAT09

Emails to me:



- You need to realise that I teach many courses, many classes and many students (with similar names and I cannot read Chinese characters)
- **Therefore**, when you send an email to me, it needs to have the right information in it for me to understand it
- I consider this **courteous** to me and my time
 - ▣ Failure to follow my guidelines will result in me ignoring the email and deleting from my inbox (even if it has an important attachment)
 - ▣ This can mean you **fail** the assignment or project. You have been **warned**.

Insert addresses (separated by commas) [Show Bcc](#)

To: lambtoncarl@gmx.com

Cc:

Subject: Re: Food production assignment

 **Screen shot 2010-08-31 at 18.18.54.png** (57KB) [[Remove](#)]

 [Attach More](#)

[Plain Text](#)



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Hello Carl

Please find attached my hospitality assignment for the HAT 2324 course.

Regards,

Cherry HAT09

Insert addresses (separated by commas) [Show Bcc](#)

To: lambtoncarl@gmx.com

Cc:

Subject: Re: Food production assignment

 Attach Files

[Plain Text](#)



Hello Carl

I am not sure what question 3 means in the Basic Food Production assignment. Can you help me by explaining what I should do?

Thank you,

Regards,

Sarah HAT09