



Course Code THOM 240	Course Title Managing Special Events	ECTS Credits 6
Department Hospitality, Tourism and Sports Management	Semester Fall / Spring	Prerequisites HOSP 110
Type of Course Major/Elective	Field Hospitality/Tourism / Business	Language of Instruction English
Level of Course 1 st Cycle	Year of Study 2 nd	Lecturer George Panayiotou
Mode of Delivery face-to-face	Work Placement N/A	Co-requisites None

Objectives of the Course:

The main objectives of the course are to:

- **Conduct** background research
- **Create** a design or 'theme' for your event
- **Locate** a suitable site
- **Arrange** quality food, décor and entertainment
- **Plan** transportation to and from the event
- **Send** invitations to guests
- **Arrange** any necessary guest accommodation
- **Coordinate** the activities of event personnel
- **Supervise** at the site on the day
- **Conduct** evaluations of the event

Learning Outcomes:

After completion of the course students should be able to:

1. **Conduct** a research activity in order to better understand the client and the event;
2. **Create** a design theme that will complement the event under consideration;
3. **Investigate** options available for a either a pre-determined site or one that has

- yet to be decided;
4. **Organize and arrange** the appropriate catering, décor and entertainment;
 5. **Plan** the necessary transport arrangements to and from the event;
 6. **Organize and send** invitations to guests;
 7. **Arrange** any necessary guest accommodation;
 8. **Coordinate** the activities of the human resources involved in the event;
 9. **Effectively supervise** the event on the day;
 10. **Conduct** an evaluation of the event in order to highlight weaknesses for future improvement.

Course Content:

- a. **Introduction to Event Management:** Event Planner Job Description; Types of events
- b. **General overview of Event Planning:** Where to start and the purpose of an event; Basic checklists; Understanding budgets; Understanding timelines; Site and vendor selection; Administrative needs; Promotional / Press Releases; Meeting survival supplies; Post event; Sponsorship
- c. **More basic planning information:** Booking accommodation; Choosing a theme; Decorating and party supplies; Hiring a band; Questions to ask the chosen facility; Selecting promotional items; Thank you gifts
- d. **Setting up your business:** Introduction; Business start-up check list; Planning your marketing; Basics of Preparing a Business Plan
- e. **Event Health and Safety:** Safety of the facilities; Risk Assessment; Communications; Evacuations; First Aid; Fire arrangements; Security; Barriers; Temporary road closures; Facilities for the disabled; ; Signs; The Environment; Facilities; Other considerations; What to do when things go wrong; Event checklist; Further information; Event planning form; Event safety and welfare form;
- f. **Understanding function supervision:** Supervising a Function; Planning a Function; Providing a Silver Service; Developing efficient and organised work habits; Getting ready for service; Meeting customer requirements; Food service; Surplus food and used equipment; Clearing finished courses; Clearing the table
- g. **Information forms:** Client information form; Event planning sheet; Event Budget Planning Sheet
- h. **Equipment Hire and Information:** Basic hire information; Selections from a Catalogue; Hire lists
- i. **Arranging a special event:** Anniversaries; Hen/Stag Nights; Baptism; Birthdays; Funerals; Corporate Events; Engagement; Reunions; Weddings.

Learning Activities and Teaching Methods:

Lectures, Case Studies Analysis and Discussion, In-Class Exercises, and Presentations.

Assessment Methods:

Class activities, Role plays Homework, Project, Mid-Term, and Final Exam.

Required Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Kilkenny, S.	The Complete Guide to Successful Event Planning	Atlantic	2007	9780470832608
Allen, J.	Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management	Wiley	2003	9780470832608