

**Hospitality and Tourism Career Cluster**  
**Event Planning Applications**  
**Course Number: 08.48700**

**Course Description:**

The third course in the Entertainment, Sports & Event Management Pathway will expand the student’s knowledge of event planning requirements needed to be successful in the industry. Topics include the fundamentals of event planning; selecting event dates and venues; developing agendas, timelines, budgets, and contracts; marketing events; and facilitating events. Educates students on the basics of event planning in the sports, entertainment, and meetings industry.

Professional communication skills and practices, problem-solving, ethical, and legal issues, and the impact of effective presentation skills are enhanced in this course to prepare students to be college and career ready. Employability skills are integrated into activities, tasks, and projects throughout the course standards to demonstrate the skills required by business and industry. Competencies in the co-curricular DECA student organizations are integral components of both the employability skills standards and content standards for this course.

Event Planning Applications is the third course in the Entertainment, Sports, and Event Management pathway in the Hospitality and Tourism career cluster. Students enrolled in this course should have successfully completed Hospitality, Recreation, and Tourism Essentials and the Entertainment, Sports, and Event Management Course.

**Course Standard 1**

**MKT-EPA-1**

The following standard is included in all CTAE courses adopted for the Career Cluster/Pathways. Teachers should incorporate the elements of this standard into lesson plans during the course. The topics listed for each element of the standard may be addressed in differentiated instruction matching the content of each course. These elements may also be addressed with specific lessons from a variety of resources. This content is not to be treated as a unit or separate body of knowledge but rather integrated into class activities as applications of the concept.

**Standard: Demonstrate employability skills required by business and industry.**

The following elements should be integrated throughout the content of this course.

**1.1 Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities.**

Person-to-Person Etiquette	Telephone and Email Etiquette	Cell Phone and Internet Etiquette	Communicating At Work	Listening
Interacting with Your Boss	Telephone Conversations	Using Blogs	Improving Communication Skills	Reasons, Benefits, and Barriers
Interacting with Subordinates	Barriers to Phone conversations	Using Social Media	Effective Oral Communication	Listening Strategies
Interacting with Co-workers	Making and Returning Calls		Effective Written Communication	Ways We Filter What We Hear
Interacting with Suppliers	Making Cold Calls		Effective Nonverbal Skills	Developing a Listening Attitude
	Handling Conference Calls		Effective Word Use	Show You Are Listening
	Handling Unsolicited Calls		Giving and Receiving Feedback	Asking Questions
				Obtaining Feedback
				Getting Others to Listen

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<b>Nonverbal Communication</b>	<b>Written Communication</b>	<b>Speaking</b>	<b>Applications and Effective Résumés</b>
Communicating Nonverbally	Writing Documents	Using Language Carefully	Completing a Job Application
Reading Body Language and Mixed Messages	Constructive Criticism in Writing	One-on-One Conversations	Writing a Cover Letter
Matching Verbal and Nonverbal communication		Small Group Communication	Things to Include in a Résumé
Improving Nonverbal Indicators		Large Group Communication	Selling Yourself in a Résumé
Nonverbal Feedback		Making Speeches	Terms to Use in a Résumé
Showing Confidence Nonverbally		Involving the Audience	Describing Your Job Strengths
Showing Assertiveness		Answering Questions	Organizing Your Résumé
		Visual and Media Aids	Writing an Electronic Résumé
		Errors in Presentation	Dressing Up Your Résumé

### 1.2 Demonstrate creativity by asking challenging questions and applying innovative procedures and methods.

<b>Teamwork and Problem Solving</b>	<b>Meeting Etiquette</b>
Thinking Creatively	Preparation and Participation in Meetings
Taking Risks	Conducting Two-Person or Large Group Meetings
Building Team Communication	Inviting and Introducing Speakers
	Facilitating Discussions and Closing
	Preparing Visual Aids
	Virtual Meetings

### 1.3 Exhibit critical thinking and problem-solving skills to locate, analyze and apply information in career planning and employment situations.

<b>Problem Solving</b>	<b>Customer Service</b>	<b>The Application Process</b>	<b>Interviewing Skills</b>	<b>Finding the Right Job</b>
Transferable Job Skills	Gaining Trust and Interacting with Customers	Providing Information, Accuracy and Double Checking	Preparing for an Interview	Locating Jobs and Networking
Becoming a Problem Solver	Learning and Giving Customers What They Want	Online Application Process	Questions to Ask in an Interview	Job Shopping Online
Identifying a Problem	Keeping Customers Coming Back	Following Up After Submitting an Application	Things to Include in a Career Portfolio	Job Search Websites
Becoming a Critical Thinker	Seeing the Customer's Point	Effective Résumés:	Traits Employers are Seeking	Participation in Job Fairs
Managing	Selling Yourself and the Company	Matching Your Talents to a Job	Considerations Before Taking a Job	Searching the Classified Ads
	Handling Customer Complaints	When a Résumé Should be Used		Using Employment Agencies

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	Strategies for Customer Service			Landing an Internship
				Staying Motivated to Search

### 1.4 Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity.

Workplace Ethics	Personal Characteristics	Employer Expectations	Business Etiquette	Communicating at Work
Demonstrating Good Work Ethic	Demonstrating a Good Attitude	Behaviors Employers Expect	Language and Behavior	Handling Anger
Behaving Appropriately	Gaining and Showing Respect	Objectionable Behaviors	Keeping Information Confidential	Dealing with Difficult Coworkers
Maintaining Honesty	Demonstrating Responsibility	Establishing Credibility	Avoiding Gossip	Dealing with a Difficult Boss
Playing Fair	Showing Dependability	Demonstrating Your Skills	Appropriate Work Email	Dealing with Difficult Customers
Using Ethical Language	Being Courteous	Building Work Relationships	Cell Phone Etiquette	Dealing with Conflict
Showing Responsibility	Gaining Coworkers' Trust		Appropriate Work Texting	
Reducing Harassment	Persevering		Understanding Copyright	
Respecting Diversity	Handling Criticism		Social Networking	
Making Truthfulness a Habit	Showing Professionalism			
Leaving a Job Ethically				

### 1.5 Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply teamwork skills.

Expected Work Traits	Teamwork	Time Management
Demonstrating Responsibility	Teamwork Skills	Managing Time
Dealing with Information Overload	Reasons Companies Use Teams	Putting First Things First
Transferable Job Skills	Decisions Teams Make	Juggling Many Priorities
Managing Change	Team Responsibilities	Overcoming Procrastination
Adopting a New Technology	Problems That Affect Teams	Organizing Workspace and Tasks
	Expressing Yourself on a Team	Staying Organized
	Giving and Receiving Constructive Criticism	Finding More Time
		Managing Projects
		Prioritizing Personal and Work Life

### 1.6 Present a professional image through appearance, behavior, and language.

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<b>On-the-Job Etiquette</b>	<b>Person-to-Person Etiquette</b>	<b>Communication Etiquette</b>	<b>Presenting Yourself</b>
Using Professional Manners	Meeting Business Acquaintances	Creating a Good Impression	Looking Professional
Introducing People	Meeting People for the First Time	Keeping Phone Calls Professional	Dressing for Success
Appropriate Dress	Showing Politeness	Proper Use of Work Email	Showing a Professional Attitude
Business Meal Functions		Proper Use of Cell Phone	Using Good Posture
Behavior at Work Parties		Proper Use in Texting	Presenting Yourself to Associates
Behavior at Conventions			Accepting Criticism
International Etiquette			Demonstrating Leadership
Cross-Cultural Etiquette			
Working in a Cubicle			

### Course Standard 2

#### **MKT-EPA-2**

**Demonstrate knowledge of what constitutes an event and differentiate components within the event and meeting planning industry.**

- 2.1 Use models and diagrams to explain basic event planning terminology (meeting, event, special event, trade show, and exposition).
- 2.2 Describe and compare different types of events in relation to budgets, size, and audience.
- 2.3 Research and organize the equipment, supplies, merchandise options, and technology used in events.
- 2.4 Prepare sample budgets and plans for various types of events.
- 2.5 Create a presentation that compares the working relationship and communication needed between departments, clients, service providers, or governmental agencies for event planning and production.
- 2.6 Research and organize layout and design for various events.

### Course Standard 3

#### **MKT-EPA-3**

**Develop a working knowledge of the entertainment, sports, and events management industry and be able to generalize the reasons for the various types of events.**

- 3.1 Explain the rationale for calling a meeting.
- 3.2 Identify various reasons for having an event, trade show, or exposition.
- 3.3 Specify and explain the need for an agenda for different events.
- 3.4 Research a decision-making topic related to entertainment, sports, and events management.
- 3.5 Prepare an agenda for a conference or event.
- 3.6 Convene a committee meeting with an agenda listing the pros and cons of the decisions to be considered.
- 3.7 Prepare a presentation on current trends in the entertainment, sports and events management industry and their potential implications for a metropolitan statistical area (MSA).

- 3.8 Identify and discuss the education and training requirements for various positions and careers in the entertainment, sports, and events management industry.

## Course Standard 4

### **MKT-EPA-4**

**Analyze the entertainment, sports, and events management industry in relation to the time and location of venue selection.**

- 4.1 Demonstrate reasoning, planning, and evidence to analyze and select event venues.
- 4.2 Discuss how time (hour, day of the week, or season) affects the choice of venue.
- 4.3 Provide an argument for how the number of participants affects the choice of venue.
- 4.4 Explain, generalize, and connect the importance of contingency planning-particularly with outdoor events.
- 4.5 Compare and contrast how geographic location impacts attendance.
- 4.6 Identify and substantiate the importance of site inspection before a contract is signed.

## Course Standard 5

### **MKT-EPA-5**

**Prepare and apply managerial and analytical concepts pertaining to Food & Beverage, and Entertainment Themes and Décor.**

- 5.1 Specify and explain the interaction between event planner and client in determining food and beverage.
- 5.2 Specify and explain the interaction between event planner and client in determining themes and décor.
- 5.3 Research and describe appropriate types of entertainment for specific events.
- 5.4 Use models and diagrams to describe room setup for a variety of events.
- 5.5 Outline the importance of working within the client's budget.
- 5.6 Describe elements of trade show and exposition setup and display.
- 5.7 Analyze and distinguish how theme and décor and entertainment affect choice of food and beverage.

## Course Standard 6

### **MKT-EPA-6**

**Demonstrate foundational knowledge of development of an event timeline and its important role in the events and planning industry.**

- 6.1 Illustrate the importance of a timeline in event planning.
- 6.2 Investigate and demonstrate how responsibilities are assigned for each job or task on the timeline.
- 6.3 Develop a timeline for a small, medium, and large event.
- 6.4 Identify ways to keep the project on schedule.
- 6.5 Create a contingency plan for a planned event.

## Course Standard 7

### **MKT-EPA-7**

**Illustrate sport/event planning role and function in creation of an event budget to highlight its importance to achieve financial goals.**

- 7.1 Evaluate the use of planning a budget to achieve financial goals of the event.
- 7.2 Analyze and demonstrate the need for liability insurance.
- 7.3 Develop and demonstrate key elements of a line-item budget for an event.
- 7.4 Explain the procurement process in obtaining goods and services for event planning.
- 7.5 Differentiate how vendor and lodging contracts and attrition affect the financial goals.
- 7.6 Determine quantities of food and beverage.
- 7.7 Compare and contrast systems used to set prices, obtain deposits, and control costs and inventories.

## Course Standard 8

### **MKT-EPA-8**

**Design and employ strategies that demonstrate acquired knowledge of on-site event management and organizational skills.**

- 8.1 Discuss the importance of having experienced on-site management on the event day.
- 8.2 Research, analyze, and evaluate information pertaining to crowd control.
- 8.3 Design and categorize solutions for what to do when staffers don't show.
- 8.4 Produce a generalized list of options for what to do when clients request last-minute changes.
- 8.5 Discuss the event registration and evaluation processes.
- 8.6 Research and explain the importance of having an on-site communication plan, signage, and anticipated A/V needs.
- 8.7 Develop a staffing plan/schedule for an event.

## Course Standard 9

### **MKT-EPA-9**

**Apply knowledge of staffing functions and vendor relations to improve efficiency to better meet contractual expectations.**

- 9.1 Produce models and diagrams to illustrate how to evaluate staffing needs.
- 9.2 Explain the human resource management function in the sports, entertainment and event industry.
- 9.3 Construct and distinguish how to screen and hire employees.
- 9.4 Analyze the need for contracts and the essential clauses (attrition, cancellation, non-performance, emergencies, and indemnification).
- 9.5 Apply conflict-resolution skills and negotiation to reach solutions.
- 9.6 Research and explain the importance of work ethic, accountability, and responsibility in fulfilling personal and workplace roles in the entertainment, sports, and events management industry.

## Course Standard 10

### **MKT-EPA-10**

#### **Demonstrate foundational knowledge of proper crowd control measures and other Security standards.**

- 10.1 Evaluate the amount of security and types of security needed based on the event attendance and the type of event you are planning.
- 10.2 Design and categorize examples of weather related and other types of emergency action plans that need to be in place at all facilities.
- 10.3 Compare and contrast the difference between venue risk management and event risk management and the necessity for both.
- 10.4 Research and explain the role of the Occupational Safety and Health Administration (OSHA) regulations and standards in the entertainment, sports, and events management industry.
- 10.5 Compare and contrast safety policies and procedures for different venues in the entertainment, sports, and events management industry.

## Course Standard 11

### **MKT-EPA-11**

#### **Develop knowledge of post planning and why it is important to build brand and to promote and implement organizational skills to improve efficiency.**

- 11.1 Summarize the value of a post-event meeting in tying up loose ends and improving future events.
- 11.2 Differentiate and compare the skills, training, and personality needed for these jobs.
- 11.3 Illustrate and distinguish ways to gain experience as an event planner.
- 11.4 Research and describe the impact of globalization on the entertainment, sports, and events management industry.
- 11.5 Analyze promotional channels used to communicate with targeted audiences and the tools used to measure impact and efficiency.
- 11.6 Describe the use of direct marketing to attract attention and to build brand awareness.

## Course Standard 12

### **MKT-EPA-12**

#### **Demonstrate competency in the commercial food safety best practices.**

- 12.1 Produce and categorize which types of hazards are most associated with food handling.
- 12.2 Differentiate the different types of foodborne illnesses.
- 12.3 Research and demonstrate the importance of proper food handling procedures.
- 12.4 Distinguish the safe practices of food storage in the refrigerator, freezer, and dry storage.
- 12.5 Illustrate and differentiate the importance of personal hygiene in the workplace.
- 12.6 Identify and classify proper cooking temperatures for meats and fish.
- 12.7 Analyze and demonstrate safe food production and service procedures.
- 12.8 Illustrate the proper procedures for holding/displaying foods between preparation and serving.
- 12.9 Use models and diagrams to demonstrate knowledge of how to properly clean your work area in the food service industry.

## Course Standard 13

### **MKT-EPA-13**

**Examine how related student organizations are integral parts of career and technology education courses through leadership development, school, and community service projects and competitive events.**

- 13.1 Explain the purpose, mission, objectives, motto, colors, official dress and other distinguishing characteristics of DECA.
- 13.2 Explain how participation in DECA can promote lifelong responsibility for community service, professional growth and development.
- 13.3 Explore the impact and opportunities DECA can develop to bring business and industry together with education in a positive working relationship through innovative leadership and career development programs.
- 13.4 Explore the local, state, and national opportunities available to students through participation in DECA including but not limited to conferences, competitions, community service, philanthropy, and other DECA activities.