

**Virginia Western Community College**  
**HRI 231**  
**Principles of Event Planning and Management**

**Prerequisites**

n/a

**Course Description**

Focuses on the detailed aspects of how to produce, stage, script, and manage special events within the context of achieving organizational goals. Emphasizes the five critical stages in planning and managing successful special events: research needs and make goal assessments; design events to meet organizational purposes; planning the effective event; coordination and on-site management; and post-event evaluation. Lecture 3 hours per week.

**Semester Credits: 3 Lecture hours****Required Materials****Textbook:**

**Planning and management of Meetings, Expositions, Events and Conventions By George G. Fenich 1st edition Published by Pearson. ISBN#: 978-0-13-261043-8**

**Other Required Materials:**

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**Course Outcomes**

**At the completion of this course, the student should be able to:**

1. Understand strategic planning in meetings, expositions, events and conventions.
2. Understand Risk management for meetings, expositions, events and conventions.
3. Understand accounting and financial planning
4. Understand site planning and management
5. Understand food and beverage planning.
6. Understand marketing of meetings, expositions, events and conventions
7. Understand promotions planning

## **Topical Description**

**Chapter 1:** Introduction

**Chapter 2:** Strategic planning in meetings, expositions, events and conventions

**Chapter 3:** Meetings and events as complex projects

**Chapter 4:** Risk Management for meetings, expositions, events and conventions

**Chapter 5:** Stakeholder management

**Chapter 6:** Accounting and Financial planning

**Chapter 7:** Event Program Planning

**Chapter 8:** Planning and Designing the environment

**Chapter 9:** Site Planning and Management

**Chapter 10:** Food and Beverage Planning

**Chapter 11:** Marketing of meeting, expositions, events and conventions

**Chapter 12:** Promotions Planning

**Chapter 13:** Sales initiatives in the meetings and events industry

**Chapter 14:** Epilogue

## **Notes to Instructors**

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