

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

[ADA Statement](#) (PDF)

[Title IX Statement](#) (PDF)