



Event Planning

Human Services Cluster: Food, Wellness, & Dietetics Program
Course Syllabus - Saraland High School
Mrs. Munday – 2023-2024



****Saraland High School will abide by any/all state and local health agencies' directives.****

COURSE DESCRIPTION: This course is designed for students interested in learning to create and present gatherings for groups of people to enjoy or attend for corporate goals or individual benefits. The course emphasizes the many facets of this multi-billion-dollar industry, including site selection, financial management, time management, promotion, and catering. Students will organize, plan, and evaluate various meetings and events such as conferences, sporting events, weddings, and workshops.

PREREQUISITE: Orientation to Hospitality and Basic Food Prep.

PROGRAM/INSTRUCTIONAL DELIVERY PLAN: This program focuses on preparing students for employment in planning, managing, and carrying out the essential functions of the many-faceted hospitality industry. Certain fundamental understandings which support the Hospitality and Tourism program must be embraced by schools and school districts in order to provide students with the best possible experiences in the classroom and in the field. These position statements summarize the requirements for an effective Hospitality and Tourism program. The courses offered involve a commercial laboratory-based instructional setting. Students are expected to meet all course goals and demonstrate understanding of the underlying concepts. Instructional methods include lecture, videos, demonstrations, skills labs, projects, guest speakers, and business and industry tours or field trip. Students are expected to take part in class discussions, work in small and large groups, and submit all homework assignments and projects by the due date.



COURSE GOAL:

- Demonstrate a high level of professionalism by applying an understanding of foodservice principles and theories.
- Prepare a variety of foods, both savory and sweet using techniques as instructed and critically evaluate the finished products.
- Apply safe and sanitary work habits in a food service environment while properly using appropriate tools and equipment.
- Comprehend concepts related to the culinary arts profession.
- Demonstrate knowledge of knife skills and commercial food preparation equipment.
- Apply acceptable principles and processes to prepare a variety of foods.
- Demonstrate foundational knowledge of food preparation techniques.

ASSESSMENT PROCEDURES: Students will be assessed by their performance on planning & execution of events, projects, reports, presentations, paper-pencil tests, and lab assignments.

SAFETY TESTS: There is ONE formal test in the class that MUST be passed with 100% in order to receive credit. Students may take the test up to two (2) times without penalty. After that, the student will receive the highest grade received during their attempts. However, the student will NOT be allowed to participate in activities in which their safety could be a concern.



GRADING SCALE: Standard Based Assessments (Tests/Projects/Labs) – 60%
Formative Assessments (projects, quizzes, participation, etc.)- 40%

CTSO: Career and technical student organizations (**FCCLA**) are integral, cocurricular components of each career and technical education course. These organizations serve as a means to enhance classroom instruction while helping students develop leadership abilities, expand workplace-readiness skills, and broaden opportunities for personal and professional growth.



STUDENT INDUSTRY CREDENTIAL: n/a

COURSE FEE: There is a required **\$25.00** course fee which covers labs. Students who do not pay the course fee will not be able to participate in labs nor will they receive their schedule the following school year until the fee has been paid. Please take care of this as soon as possible.



SUPPLY LIST: 3 prong folder, pens and pencils, cell phone, laptop

COURSE OUTLINE:

Foundational Standards:

1. Incorporate safety procedures in handling, operating, and maintaining tools and machinery; handling materials; utilizing personal protective equipment; maintaining a safe work area; and handling hazardous materials and forces.
2. Demonstrate effective workplace and employability skills, including communication, awareness of diversity, positive work ethic, problem-solving, time management, and teamwork.
3. Explore the range of careers available in the field and investigate their educational requirements and demonstrate job-seeking skills including resume-writing and interviewing.
4. Advocate and practice safe, legal, responsible, and ethical use of information and technology tools specific to the industry pathway.
5. Participate in a Career and Technical Student Organization (CTSO) to increase knowledge and skills and to enhance leadership and teamwork.
6. Discuss and demonstrate ways to value diversity.



EVENT PLANNING AND MANAGEMENT CONTENT STANDARDS

Organizational Development

1. Explain the goals of the event planning process.
 - a. Explain the decision-making process for selecting event locations and venues.
 - b. Describe types of social, educational, and business events and meetings.
2. Identify the steps in creating the vision, purpose, and goals for a proposed event.
 - a. Determine the need for a theme for a proposed event.
 - b. Identify client expectations for a proposed event.
3. Explain the purpose and value of identifying the intended audience for a variety of events.
4. Establish overall event timelines with deadlines clearly indicated.
5. Create an event itinerary to be used during the event.

Financial Strategy

6. Describe the importance of a financial strategy and budget for a proposed event.
 - a. Estimate the cost allocation for expense items for an event.
 - b. Describe the negotiating skills needed to obtain the best return on investments.

Logistics and Legal Issues

7. Identify space and site requirements for a proposed event, including the physical layout and flow of facility for business or educational events and spatial design, layout, and flow for special or social events.

Examples: banquet rooms, theaters, convention centers, boardrooms, reception halls

- a. Describe the laws and regulations associated with facilities.

Examples: Americans with Disabilities Act, fire and safety codes

- b. Calculate risks associated with hosting events. Examples: physical damage, excess alcohol consumption

- c. Determine types and amounts of insurance needed when hosting events.

8. Identify the legal components of a contract for a proposed event and the ramifications of breaching a contract.

Logistics and Financial Strategy

9. Plan food and beverage services.
 - a. Determine the need for caterers and servers both on and away from the event site.
 - b. Calculate menu and meal expenses, including costs per person attending.

Logistics and Event Management

10. Determine necessary staffing for all areas and functions of an event.

Examples: audio/video technicians, security, ushers, greeters, parking attendants

- a. Create contingency plans to be used in case of emergency.

11. Identify various types of transportation and accommodations for an event.

- a. Research costs and occupancy of shuttles, charter buses, taxis, and public transit available to the site.

- b. Plan and execute procedures for securing hotel and lodging applicable to site, including negotiations of pricing and room blocks.

Promotion

12. Describe types of promotion for event planning and identify the appropriate types of promotion for specific events.

Technology

13. Explain how the use of technology can facilitate and enhance an event.

Examples: event-specific software, mobile apps, registration, live streaming, public reviews, social media