SYLLABUS

Risk Management for Meetings & Events

TSTD 6276

Fall 2015

Instructor: Candace M. Fitch, Esq.
E-mail: cmfitch@gmail.com
Office: Off-campus
Telephone: 202-258-8634 (mobile)
Office Hours:
  By e-mail
  By telephone (appointment preferred)
  By Gmail chat

Required Reading:


Additional Suggested Resources:


Course Description

A study of risk, crisis, and liability issues and that may arise in the planning and management of events, meetings, conventions, and exhibitions. The course will focus on preventative and responsive measures designed to minimize the impact of risk, crisis, and disaster on event organizers, facilities, vendors and other shareholders. Topics to be covered include choosing a safe event destination and venue, developing contingency plans for events, event contract negotiations, accommodating attendees’ special needs, special planning for high risk events and activities, event tax issues and insurance requirements.

Course Objectives

- Learn strategic thinking to develop a risk management plan to cover a variety of risks.
- Identify the risk elements inherent in planning and managing events and meetings, including financial, legal, and ethical.
- Understand the most salient issues in event contract negotiations and document risks—attrition, cancellation, force majeure, and indemnification.
- Apply basic risk management techniques, including insurance products available for event and meeting managers.
- Develop an understanding about the relationships between liability, risk, and ethics in the event and meeting management profession.
Teaching Methodology

The course will be taught by a combination of readings, posted powerpoint slides, discussion boards, case studies, current event review, group discussion, and other methods as necessary.

Course Requirements/Grade Basis

I. Attendance/Class Participation (100 points)
You are expected to attend all class sessions (on time and for the full class period) and participate in daily discussions. You can earn points for attending and points for preparedness and participation.

II. Assignments

1. Permits/Licenses (50 points)
Imagine you are planning an outdoor community festival in the city in which you currently live (or have lived). Contact the appropriate permit-granting or license-granting authorities to find out procedures, application processes, cost, and other restrictions and parameters for (1) pyrotechnics (outdoor) and (2) alcohol service (by the event organizer at the event, not by a restaurant or bar). Options: you may use a real event and/or you may choose one other activity other than pyrotechnics (e.g., blocking off the streets for a parade, having an evening concert, hanging banners in a public place, dangerous animals at an event, aerial acrobatics, etc.) that require a permit or license if you prefer, but clear them with the course facilitator or professor before you proceed. In 2-3 pages, outline the permit/license process and requirements. Be sure to include at least the following information:

- Explain the event activity requiring a license or permit – what, where, when, why it requires a permit. This should be a detailed description of your event and the number of people attending.
- City/state/country in which the event (real or hypothetical) is being held
- Authorizing body (government agency, etc.), including address, website, phone number, and the name of the person you contacted (or would contact).
- Details about the permit or license required
- Time frame necessary for applying for permit (e.g., how far in advance of the event can you get the permit or license?)
- Document the process that would be followed to get this permit (application process, appeal process if denied, cost, restrictions on who can apply for the permit/license, etc.) Provide copies of the applications, when possible.
- Explain the possible repercussions for failing to obtain this license or permit.

Warning: Do not just cut and paste this information from the governmental or other entity website. That is plagiarism and will result in failure of the assignment and, in egregious cases, failure of the course. I am looking for you to add value to the information by analyzing, explaining, and discussing the permit/license requirements and process. Be sure to provide a link and references for where you find the information.

2. Risk Management Site Inspection (100 points)
Students shall conduct a site inspection of an event facility or an actual event. Student will summarize their risk findings in a double spaced paper no longer than five pages evaluating the event or facility from a risk management perspective (using best practices learned in class). Students should use at least two articles (academic or industry) to support their critique.
3. **Contract Review** (50 points)

A sample contract will be provided and, using the materials provided in the Contracts module readings, lecture, and in the textbook, revise the attrition, cancellation, and force majeure language in the contract ONLY. Assume that you are the meeting planner for ABC Group and that the contract was drafted by The Hotel Biggish.

Submit the changes to the contract language and a short narrative explaining why you made the changes you did. If you had to make any assumptions, please explain them.

**NOTE:** I must be able to see the original language and the revised language. You may use track changes or compare documents in Word or you may manually use strikethrough to indicate deleted language and underline or a different color to indicate added language.

You should use the readings to guide your changes. Even if you have executed many contracts in the past, I will be grading this assignment based on how well you are following the advice suggested by the readings. I cannot grade you on past experience but only on application of the information provided in this course.

4. **Case Study** (15 points)

Students may choose a crisis or legal dispute not assigned by me in this course that has affected the meetings, events, or sports industry (or seriously affected a single meeting, event, or sports event) and write a thorough analysis of the occurrence using the best practices and principles discussed in this course. A case analysis is expected to be 5-7 double-spaced pages long and well organized with headers and clear explanations of what occurred, how it was handled, the outcome, and the fallout (e.g., a regulation was changed, an annual event was discontinued, etc.). Include a list of resources that pertain not only to the case itself but to key issues in the case (e.g., if your case is a specific attrition dispute, include a resource list for further learning about attrition).

Write and format your assignment in a way that would help you understand the case if this was a reading assigned to you for this course. That is, use headers to organize the sections of your paper and make sure the flow is such that a meeting or event planner (or student) would derive both new knowledge and practical benefit by reading your analysis. Think of this as a white paper on your selected topic or case.

This assignment should be supported by at least five references that were not assigned in class. Readings assigned in class may also be used as references, but at least five should not be from class. **WIKIPEDIA IS NOT A SOURCE.** Students should have paper topics approved in writing by the professor no later than the fifth week of class.

**Warning:** you must not turn in a paper that you turned in for another course such as Sports Law. Doing so will result in a U on the assignment.

**General Assignment Information:**

Students are expected to do research as needed to complete the project and assignments, including asking for clarification on assignment expectations and instructions. Professor is available in class, office hours appointment or via email for clarification, so "Your instructions weren't clear" or "I didn't know" will not be considered valid reasons for completing an assignment incorrectly or without the necessary detail.
As graduate students, you are expected to write professionally and proof your work! For research assignments, APA style in citation (in text), references, and formatting is strongly suggested. Spelling, grammar, and citation format comprises 20% of your grade on written assignments in this course. Failure to cite sources can be considered plagiarism, which is grounds for failure of the assignment—and the course in egregious circumstances. Wikipedia is NEVER an acceptable source of information. It may be used as a starting point for research but it may NOT count as one of your sources.

NOTE: Failure to include complete citation and reference information will result in an automatic 5% deduction from your grade. APA in-text citation and reference list style will ensure that you include all necessary citation and reference information.

For business/practical assignments, appropriate business style, format, and language are expected. Please note that personal pronouns are discouraged unless specifically allowed in the assignment instructions. When in doubt about an assignment—ask questions.

Assignments and projects due in a specific week are to be submitted hard copy in class, unless discuss with Professor BEFORE class in which they are due. Late assignments will lose 10% of value for each day that they are submitted late.

All examinations, papers, and other graded work products and assignments are to be completed in conformance with The George Washington University Code of Academic Integrity, located at http://www.gwu.edu/~netegrity/code.html. Plagiarism (copying, summarizing, or paraphrasing a work in whole or in part without citing a reference) will not be tolerated.

Grade Basis

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Class Attendance/Participation</td>
<td>100</td>
</tr>
<tr>
<td>Site Inspection</td>
<td>100</td>
</tr>
<tr>
<td>Permits/Licenses</td>
<td>50</td>
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<tr>
<td>Contract Review</td>
<td>50</td>
</tr>
<tr>
<td>Case Study or Topic Analysis</td>
<td>150</td>
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<tr>
<td>Final Quiz</td>
<td>50</td>
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<td>500</td>
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Grade Scale

- A+ = 92 and above
- A = 88-89
- A- = 80-81
- B+ = 90-91
- B = 82-87
- B- = 80-81
- C+ = 78-79
- C = 72-77
- C- = 70-71
- F = 69 and below

To determine your grade, divide the number of points you have earned by the total for the class. Note that I am under no obligation to “round up.”

Tentative Course Schedule

The professor reserves the right to modify the course schedule and content according to student interests and/or current events.

First week, Monday Class (Week 1 08/31)

Introductions. Review of syllabus. Review of projects and assignments for the semester.

Week 2 – 9/7 Labor Day – No Class

Unit 1 – What is Risk? What is Risk Management (Week 3 09/14)

Silvers, Ch. 1 The Role of Risk Management for Meetings and Events (pp. 1-7; 17-22 only)
Silvers, Ch. 2 The Risk Management Process, Tools, and Techniques

Unit 2 – Crisis/Emergency/Disaster Planning (Week 4 09/21)

Silvers, Ch. 6 Emergency Preparedness
Unit 3 – Crisis Communications (Week 5 09/28)
Silvers, Ch. 8, Communications
Case Study topic due

ASSIGNMENT 1 DUE – Licenses and Permits due 09/28

Unit 4 – Crowd Management (Week 6 10/5)
Silvers Ch. 12 Attendee Management
Other readings as assigned

Unit 5 – Alcohol and Risk Management (Week 7 10/12)
Silvers Ch. 10 Program Design

Unit 6 – Introduction to Event & Meeting Law and Liability (Week 8 10/19)
Silvers, Ch. 3 Legal and Ethical Compliance

Unit 7 – Event & Meeting Insurance (Week 9 10/26)
Silvers, Ch. 5 Loss Prevention and Security

ASSIGNMENT 2 DUE – Site Inspection due 10/26

Unit 8 – Intellectual Property (Week 10 11/2)
Readings will be given in hand-outs.

Unit 9 – Contracts and negotiations (Week 11 11/9)
Readings will be given in handouts.

Unit 10 – Antitrust and Tax Issues (Week 12 11/16)
Silvers Ch. 9 Marketing Issues

ASSIGNMENT 3 DUE – Contract Review due 11/16

Unit 11 – Ethics and Event Planning (Week 13 11/23)

Unit 12 – Wrap up/Review (Week 14 11/30)

ASSIGNMENT 4 DUE – Case Study due 11/30
Complete Course Evaluation

Unit 13 – Quiz (Week 15 12/7)