SYLLABUS

Risk Management for Meetings & Events

TSTD 6276

Fall 2016

Instructor: Everett T. Shupe II, MBA, CAE, CMP
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Office: Off Campus
Telephone: (240) 620-1576 (mobile)
Office Hours: By e-mail; by telephone (appointment preferred)

Required Reading:

Course Description:
A study of risk, crisis and liability issues 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, PowerPoint slides, discussion boards, case studies, current event review, group discussions, expert panels, etc.
Course Requirements:

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.

Homework (100 points)
In addition to class sessions, you have assigned homework to help prepare you for the next week's class. These assignments will give you the opportunity to articulate how well you can apply the readings.

Each homework assignment will be worth 10 points:
- 3 points will be awarded for completing the assignment
- 3 points will be awarded for depth of response
- 4 points will be awarded for creativity of response

During each class, we will review the homework assignment as a basis for starting the conversation for that class period. You should bring a copy (electronic or hard copy) of your homework assignment to class ready to share it with rest of the class.

Assignment #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 (i.e. blocking off the streets for a parade, having and 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 instructor before you proceed.

In 2-3 pages, outline the permit/license process and requirements. Students will also be asked to present their findings using PowerPoint or comparable presentation software package (one slide for each bullet point below). Be sure to include 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
Do not just cut and paste this information from the governmental or other entity website. 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.

Points will be awarded as follows for this assignment:
- 28 points for content (4 points for each bullet point listed above)
- 10 points for structure of paper including grammar and spelling
- 12 points for oral presentation

**Assignment #2: Risk Management Site Inspection (100 points)**
Students shall conduct a site inspection of an event facility or an actual event. Students 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. Students will also be asked to present their findings using PowerPoint or comparable presentation software package (no more than 8 slides).

Points will be awarded as follows for this assignment:
- 60 points for content
- 20 points for structure of paper including grammar and spelling
- 20 points for oral presentation

**Assignment #3: Case Study (100 points)**
Students may choose a crisis or legal dispute that has affected the meetings, events, or sports industry (or seriously affected a single meeting, event, or sports event) and write a thorough 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 (i.e. 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 (i.e. if your case is a specific attrition dispute, include a resource list for further learning about attrition). Students will also be asked to present their findings using PowerPoint or comparable presentation software package (no more than 8 slides).

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. Students should have paper topics approved in writing by the professor no later than the fifth week of class.

Points will be awarded as follows for this assignment:
- 60 points for content
- 20 points for structure of paper including grammar and spelling
- 20 points for oral presentation
**General Assignment Information**

Students are expected to do research as needed to complete assignments, including asking for clarification on assignment expectations and instructions. The Instructor is available in class, via office hour appointments and through email for clarification. "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 required. 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.

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.

Assignments should be submitted on the date and time indicated on the tentative course schedule, unless otherwise indicated by the instructor. 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/~integrity/code.html](http://www.gwu.edu/~integrity/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>Class Attendance/Participation</th>
<th>100 points</th>
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<tbody>
<tr>
<td>Homework</td>
<td>100 points</td>
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<tr>
<td>Permits/Licenses</td>
<td>50 points</td>
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<tr>
<td>Risk Management Site Inspection</td>
<td>100 points</td>
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<tr>
<td>Case Study</td>
<td>100 points</td>
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<tr>
<td>Final Quiz</td>
<td>50 points</td>
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<tr>
<td>Total</td>
<td>500 points</td>
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**Grade Scale:**

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<thead>
<tr>
<th>A = 92+</th>
<th>B+ = 88-89</th>
<th>C+ = 78-79</th>
<th>F = 69 and below</th>
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<tbody>
<tr>
<td>A- = 90-91</td>
<td>B = 82-87</td>
<td>C = 72-77</td>
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<td></td>
<td>B- = 80-81</td>
<td>C- = 70-71</td>
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**Tentative Course Schedule:**
The professor reserves the right to modify the course schedule and content according to student interests and/or current events.

**Week 1 (8/29) - Introduction to Course**
- Introductions
- Review of Syllabus
- Review of Projects and assignments for the Semester

*Homework #1 (due by midnight on Saturday, September 10, 2016):*
Read Silvers Chapters 1 & 2 and complete the following exercises:
- p. 21-22 (Silvers) – Practical Risk Management Exercise
- p. 48-49 (Silvers) – Practical Risk Management Exercise

**Week 2 (9/5) – No Class, Labor Day**

**Week 3 (9/12) - What is Risk? What is Risk Management?**
- What is Risk? What is Risk Management?
- Silvers, Chapter 1 – The Role of Risk Management for Meetings and Events
- Silvers, Chapter 2 – The Risk Management Process, Tools and Techniques

*Homework #2 (due by midnight on Saturday, September 17, 2016):*
Read Silvers Chapters 6 & 7 and complete the following exercises:
- p. 151 (Silvers) – Practical Risk Management Exercise
- p. 181 (Silvers) – practical Risk Management Exercise

**Week 4 (9/19) – Crisis/Emergency/Disaster Planning**
- Silvers, Chapter 6 – Emergency Preparedness
- Silvers, Chapter 7 – Administrative Safeguards

*Homework #3 (due by midnight. on Saturday, September 24, 2016):*
Read Silvers Chapters 10, 11 & 12 and complete the following exercises:
- p. 262 (Silvers) – Practical Risk Management Exercise
- p. 284-285 (Silvers) – Practical Risk Management Exercise
- p. 308 (Silvers) – Practical Risk Management Exercise

**Week 5 (9/26) – Managing Risk On Site**
- Silvers, Chapter 10 – Program Design
- Silvers, Chapter 11 – Site Management
- Silvers, Chapter 12 – Attendee Management

CASE STUDY TOPIC NEEDS to BE APPROVED no later than Monday, September 26, 2016

*Homework #4 (due by midnight on Saturday, October 1, 2016):*
Read Silvers Chapters 8 & 9 and complete the following exercises:
- p. 210 (Silvers) – Practical Risk Management Exercise
- p. 233 (Silvers) – Practical Risk Management Exercise
Assignment #1: Licenses and Permits paper due by midnight on Friday, September 30, 2016

Week 6 (10/3) – Crisis Communications
Silvers, Chapter 8 – Crisis Communications
Silvers, Chapter 9 – Marketing Issues
Licenses and Permits Oral Presentations

Homework #5 (due by midnight on Saturday, October 8, 2016):
Read Silvers Chapters 4 & 5 and complete the following exercises:
• p. 100 (Silvers) – Practical Risk Management Exercise
• p. 124-125 (Silvers) – Practical Risk Management Exercise

Week 7 (10/10) – Loss Prevention and Safety
Silvers, Chapter 4 – Health & Safety
Silvers, Chapter 5 – Loss Prevention & Security

Homework #6 (due by midnight on Saturday, October 15, 2016):
Read Silvers Chapter 3 and complete the following exercises:
• p. 77 (Silvers) – Practical Risk Management Exercise

Week 8 (10/17) – Introduction to Legal and Ethical Issues
Silvers, Chapter 3 – Legal and Ethical Compliance

Homework #7 (due by 12 p.m. on Saturday, October 29, 2016):
Will be assigned by the instructor.

Week 9 (10/24) – No Class, Fall Break

Assignment #2: Risk Management Site Inspection paper due by midnight on Friday, October 28, 2016

Week 10 (10/31) – Intellectual Property
Readings will be assigned by the instructor.
Risk Management Site Inspection Oral Presentations

Homework #8 (due by midnight on Saturday, November 5, 2016):
Will be assigned by the instructor.

Week 11 (11/7) – Contracts and Negotiations
Readings will be assigned by the instructor.

Homework #9 (due by midnight on Saturday, November 12, 2016):
Will be assigned by the instructor.
Week 12 (11/14) – Current Issues in Risk Management
Readings will be assigned by the instructor.

*Homework #10 (due by midnight on Saturday, November 19, 2016):*
Will be assigned by the instructor.

Week 13 (11/21) – Ethics and Event Planning
Readings will be assigned by the instructor.

Week 14 (11/28) – Wrap Up/Review
Complete Course Evaluations.

Assignment #3: Case Study paper due by midnight on Friday, December 2, 2016

Week 15 (12/5) – Final Presentations/Quiz
7:10 – 8:30 – Complete Quiz
8:30 – 9:40 – Case Study Oral Presentations