General Course Information

**TSTD 6277: Event Management**
Thursdays: 7:10-9:40PM
Phil 348

**Instructor:** Stuart Levy, PhD  
**Office:** Funger Hall 310  
**Office Hours:** 9AM-11:30AM, Thursdays (or by appointment)  
**Phone:** (202) 994-1706  
**E-mail:** slevy@gwu.edu

Course Description and Objectives

Event management involves the planning and production of a variety of events, including meetings and conventions, exhibitions, festivals, sport competitions, special events, and private functions. Professional event managers need to understand and be skilled in many functional aspects of these events. Accordingly, this course will provide students a grounding in fundamental concepts and terminology in event management. Through a variety of teaching methods including lectures, class discussions, case studies, and guest speakers, course concepts will be illuminated by current industry practices. In addition, networking and career management strategies are applied with the informational interview course project.

After completing this course, students should be able to:

- Establish a fundamental understanding of event and meeting management knowledge domains
- Network with industry professionals using the informational interview process
- Develop insightful analyses of industry case studies.
- Be familiar with industry concepts and practices.
- Build upon important workplace skills (e.g., presentation, critical thinking) through case-based learning activities and other classroom exercises

Required Text and Readings


Highly Effective Networking: Meet the Right People and Get a Good Job (Pierson, 2009)

Additional course material will be provided via blackboard, handouts, library reserves, or through internet links.
Course Methodology and Schedule

The methodology for this course includes lectures, case discussions, projects, guest speakers, student presentations and a final paper. The following is a schedule of course progression for your reference in preparing and planning for assignments and discussion. It is expected that the material referred to below will be covered during or approximately on the dates indicated; however, I may make discretionary changes and modifications to the syllabus and to the schedule when necessary in order to meet course objectives. Students are expected to read and be prepared to discuss the material assigned for the date indicated, which will be posted on Blackboard under “Outline”. Short homework assignments may be assigned for specific classes.

Sept 1  
Course Introduction and Industry Overview

Sept 8  
Project Overview / Careers in Events / Branding

Sept 15  
Strategic Planning

Sept 22  
Project Management

Sept 29  
Financial Management

Oct 6  
Human Resources

Oct 13  
Stakeholder Management

Oct 20  
Event and Meeting Design

Oct 27  
Site Management

Nov 3  
Marketing / Sales
Interviewee Contact Information / Project Questions Due

Nov 10  
Technology / Professionalism

Nov 17  
EXAM

Nov 24  
HAPPY THANKSGIVING – No Class

Dec 1  
TBA

Dec 8  
Informational Interview Presentations
Informational Interview Report / Presentation Power Points Due
Class Policies

Participation Standards
Your active involvement during class discussions and activities is a key factor in making your overall learning experience a success. Therefore, you will be expected to participate. You are expected to attend every class, arrive on time, be completely prepared and participate fully until the end of class. The following will determine your grade in the participation grade component:
(a) quality participation in class activities and discussions
(b) respectful, non-disruptive class behavior (see class behavior and etiquette rules 1-6 below).

Expected class behavior and etiquette:
1. Be in class on time.
2. Stay in class the entire period outside of breaks, unless it is an emergency.
3. Turn off ALL electronics (e.g., laptop, cell phone).
4. Be well prepared for class, and be prepared to participate.
5. While beverages are permitted, no food will be allowed in the classroom during the class session.
6. No chatting during the class period.

Assignment Policies
Journal entries, case study materials, and other assignments must be submitted via Blackboard by class time on the assignment due date. If Blackboard is not working, you must email me at slevy@gwu.edu with an attachment of the assignment by the deadline to receive credit for your work. No late submissions are accepted. Submit hard copies of the informational interview paper at the beginning of class on the respective due date.

Examination Policies
Specifics regarding the exam will be discussed in class. The exam must be taken at the scheduled time, as there will be no makeup opportunities.

Attendance Policies
You are expected to attend every class, with attendance taken at the beginning of class. You are allowed to miss one class (not including your exam and presentation dates, which are required attendance) during the semester with no penalty assessed to your participation grade. Absences from additional classes will be assessed a 3% overall grade deduction for each class missed. No makeup assignments for absences will be given.

Communication Policies
I will periodically send emails to you via Blackboard. Please be sure to check the email account which receives blackboard messages on a daily basis.

Other Policies
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. The Code is printed in the Schedule of Classes and can be found on the GW website at http://www.gwu.edu/~ntegrity/code.html. Also, if weather conditions may affect the University class schedule, please call (202) 994-5050 to find out whether classes or cancelled. Alternatively, go to the Campus Advisories link on the homepage of the GW website.

Method of Evaluation

Grading: Final grades will be calculated based on the following factors:
Participation 25%
Journal 10%
Information Interview Project Report 25%
Presentation 10%
Exam 30%
All exams and assignments will be awarded a letter grade consistent with the following:

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<thead>
<tr>
<th>Grade</th>
<th>Score Range</th>
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<tbody>
<tr>
<td>A</td>
<td>100-92</td>
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<td>A-</td>
<td>91-90</td>
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<td>B+</td>
<td>89-88</td>
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<td>B</td>
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<td>F</td>
<td>below 70</td>
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**Classroom Emergency Preparedness and Response Information**

**To Report an Emergency or Suspicious Activity**
Call the University Police Department at 202-994-6111 (Foggy Bottom) or 202-242-6111 (Mount Vernon). If the line is unavailable or you are calling from another University location, dial 911.

**Shelter in Place – General Guidance**
Although it is unlikely that we will ever need to shelter in place, it is helpful to know what to do just in case. No matter where you are on campus, the basic steps of shelter in place will generally remain the same:

- If you are inside, stay where you are unless the building you are in is affected. If it is affected, you should evacuate. If you are outdoors, proceed into the closest GW building or follow instructions from emergency personnel on scene.
- Shelter-in-place in an interior room, above ground level, and with the fewest windows. If sheltering in a room with windows, keep away from the windows. If there is a large group of people inside a particular building, several rooms maybe necessary.
- Shut and lock all windows (locking will form a tighter seal) and close exterior doors.
- Turn off air conditioners, heaters, and fans. Close vents to ventilation systems as you are able. (Facilities staff will turn off ventilation systems as quickly as possible).
- Make a list of the people with you and call the list in to UPD so they know where you are sheltering.
- Visit GW Campus Advisories for incident updates [http://campusadvisories.gwu.edu](http://campusadvisories.gwu.edu) or call the GW Information Line 202-994-5050. If possible, turn on a radio or television and listen for further instructions. If your e-mail address or mobile device is registered with Alert DC, check for alert notifications.
- Make yourself comfortable and look after one other. You will get word as soon as it is safe to come out.

**Evacuation**
An evacuation will be considered if the building we are in is affected or we must move to a location of greater safety. We will always evacuate if the fire alarm sounds. In the event of an evacuation, please gather your personal belongings quickly (purse, keys, cell phone, GW card, etc.) and proceed to the nearest exit. Do not use the elevator.

Once we have evacuated the building, proceed to our primary rendezvous location (lobby of Duques Hall). In the event that this location is unavailable, we will meet in the lobby of Lerner Health and Wellness Center.

**Alert DC**
Alert DC provides free notification by e-mail or text message during an emergency. Visit GW Campus Advisories for a link and instructions on how to sign up for alerts pertaining to GW. If you receive an Alert DC notification during class, please share the information immediately.

**GW Alert**
GW Alert provides popup notification to desktop and laptop computers during an emergency. In the event that we receive an alert to the computer in our classroom, we will follow the instructions given. You are also encouraged to download this application to your personal computer. Visit GW Campus Advisories to learn how.

**Additional Information**
Additional information about emergency preparedness and response at GW as well as the University’s operating status can be found on GW Campus Advisories [http://campusadvisories.gwu.edu](http://campusadvisories.gwu.edu) or by calling the GW Information Line at 202-994-5050.