**Portfolio Project**

Your Portfolio is documentation of an actual event which you have planned from beginning to end. You must show an understanding of the research, design, planning, coordination and evaluation processes including administration, marketing, legal, ethical, and risk management issues.

The event may be a part of your current job but you MUST play a lead or significant role in the planning and coordination of the entire event. Only events that have occurred after you enrolled in the event management program qualify. For example, if you planned a wedding in June of 2013 and started the program in November of 2013, the wedding cannot be used as your portfolio.

Your event should be of the size and breadth that allows for key elements of the portfolio such as a budget, vendor contracts, a floor plan, timeline and production schedule. A dinner party for friends will not qualify for a portfolio. Examples of approved portfolio events include: change of command ceremonies, anniversary parties, weddings, bridal showers, fashion show, and a fundraiser. If you have any doubt that your event will qualify for portfolio completion, contact Kristi Long (klong@gwu.edu).

The total portfolio, excluding Table of Contents and Portfolio Affirmation and Release Form may not exceed 65 pages. Portfolio grading is based on a possible total of 150 points. You must earn 75% (or 113 points) to pass. If you score less than 75%/113pts, you will have an opportunity to re-submit your portfolio with corrections. Portfolios must be re-submitted within two weeks of receipt of the returned portfolio.

Please note, it is highly recommended you schedule a meeting with an Event Management Certificate Program counselor at the beginning of your course work and when getting ready to work on your Portfolio.

**Portfolio Tips & Guidelines**

**Practicum**

Practicum Summary Sheet and Practicum forms for each Practicum activity must be the first forms inside the portfolio. If the Practicum Summary Sheet is not included or the total number of Practicum hours indicated is less than the total number required for graduation (currently 100), the entire portfolio will be returned to the student for re-submission. Students gaining more than 25 practicum hours for a single event or organization must also include a letter of reference from the supervisor.

**Section 1**

(2 pts) The Table of Contents must list the documents in the portfolio with page numbers. Appendix details are to be included in the table of contents with individual page numbers.

Grading Tip: Make certain the Table of Contents is clean in its appearance with the page
numbers in alignment.

Section 2

(6 pts) The Executive Summary describes the overall event through an introductory statement, inclusive of your role in the event. The summary should be less than 3 pages and should be a broad stroke picture of the event.

Grading Tip: The executive summary gives the grader the first “big picture” look at the event. The summary lays the foundation for all the details the grader will look for in the sections to follow.

Section 3

(25 pts) Research: Describe your research process including the event goal and the objectives that will get you to the goal. The research phase will produce a list of the event elements needed to create a successful event. Event elements will include (but not limited to) site selection, décor, food and beverage, printed materials, etc. Who was involved in the research process? Include a detailed explanation on the feasibility study conducted. In the appendix include the following items and refer to how they were utilized in the body of this section, a needs assessment for producing the event (Why, Who, When, Where, What, How) and a detailed SWOT Analysis.

Grading Tip: The research section should clearly state the goal and the objectives of the event. The grader should have a clear picture of what the final outcome should be. The feasibility study should outline the time, money and resources that must be in place in order to move forward with the event. The needs assessment should support the feasibility study and finally the SWOT should present the strengths, weaknesses, opportunities and threats for holding the event.

Section 4

(10 pts) Design: The design section should explain the creative process that went into designing the event based upon your conclusions from the research: event elements, needs assessment and feasibility study. Discuss what tools you utilized to create the design element. In the appendix include photos and samples of material. Photos should include set-up if possible, the event as it took place along with showcasing some of the event elements outlined in the research phase.

Grading Tip: After reading this section, the grader should be able to visualize the event
before looking at the photos. This section is not just about décor.

Section 5
(32 pts) Planning: Discuss the process for planning the event based upon the organizational framework. Discuss any risk management issues and develop a risk management plan. Discuss how you utilized the following items and put the actual documents in the appendix; organizational chart, budget and chart of accounts, timeline (critical path) and list of vendors with rationale (reason for hiring/contracting their services).

Grading Tip: **You must score a minimum of 20 points in this section.** When completing the organizational chart, keep in mind that your client may be at the top of the chart with you following on the second row. The list of vendors needs only to include the vendors you selected and why they were selected. The timeline is worth 10 points in this section (half the minimum points required) so be certain it includes a responsibility column and completion column.

Section 6
(35 pts) Coordination: Discuss the process for coordinating the event by how you developed and utilized the following items; a detailed production schedule, vendor agreements, site plan and floor plan - must be included. If site plan is not by the venue, student must draw/sketch. Include the actual documents in the appendix.

Grading Tip: **You must score a minimum of 20 points in this section.** Include a legend for the site plan and floor plan if possible. If no script was required for the portfolio, include a sample script so the grader can see that you can write a script if necessary.

Section 7
(10 pts) Evaluation: Discuss the process for evaluating the event and the conclusions and recommendations resulting from this event evaluation. Discuss what benchmarks or key factors where utilized as evaluation markers. Develop an evaluation instrument to show success of event, feedback from consumers, guests, and client/employer. Discuss the development and implementation of the evaluation instrument. In the appendix submit the actual evaluation instruments and results.
Grading Tip: If a quantitative evaluation instrument was not possible be sure to state why and include a qualitative evaluation instead. Keep the various stakeholders in mind and consider different evaluation methods for each.

Section 8

(10 pts) GAP Analysis: Discussion of overall problems and oversights that resulted in each area of this event process and make recommendations for eliminating these in the future by utilizing best practices in event management learned.

Section 9

(5 pts) Personal Essay: A personal essay describing your development process throughout your Event Management career. Using the five phases of event management discuss what you learned during the development of this event that will help you become a better event professional. List areas where improvement is needed, and also, your general plans to continue your future education to improve your practice.

Section 10

Appendix: An appendix that includes a letter or letters from your superior(s), client(s), or other important stakeholders documenting your involvement in the event. Include photos, diagrams, and illustrations, sample of invitation, site plan and floor plan, slides and/or video, and press release of the event.

Section 11 Affirmation: A statement that affirms the information contained in the portfolio represents your original work. Affirmation statement should sign and dated by student.