

COMM 312 | SCHOOL OF COMMUNICATION | SPECIAL EVENTS PLANNING | Spring 2018

CLASS SCHEDULE

Thursday 7:00 p.m. to 9:30 p.m.
Water Tower Campus | Room: SOC 014

INSTRUCTOR

Susan Geffen

CONTACT INFORMATION

Email: susanrgeffen@msn.com
Mobile: 312-925-5046 (for calls; not texts)
Office Hours: By request
Office Location: SOC
Mailbox: Located at SOC

REQUIRED MATERIAS

“For Grace” movie rental/purchase via iTunes, Amazon or Google Play (forgracefilm.com)

Textbook: Successful Event Planning, by Shannon Kilkenney, Atlantic Publishing ISBN:978-1-60138-699-1

COURSE OVERVIEW

Special Events Planning is an exciting introduction to event production, experiential marketing and the role of marketing communications in touting and producing an event.

This course is designed for students with a background in PR, advertising or integrated marketing communications. The goal of this course is to teach students about the 360-degree approach to event production including creative ideation, production elements, media relations, real-time engagement, budget/time management and leadership in seeing an idea through from start to finish. Key to the course is setting and fulfilling both experiential and measurable goals.

You are, first and foremost, creating an experience for your participants/guests whether it's for a fund raiser or the introduction of a new product for a client. Learning what “your audience” wants while staying true to your client's brand will be a big part of what we learn. This course will also show you the part that passion plays in “throwing” a successful event. There will be a sense of adventure and the spirit of “the show must go on”.

COURSE OBJECTIVES

This course will emphasize the importance of creativity, client service, and attention to detail, writing and presentation skills, professionalism, and networking and communication basics. Class discussions, assignments, real-world experience and guest speaker presentations will showcase how to deliver flawless execution against a client's goals and tailored to a brand's authentic voice, resulting in media coverage and social media buzz.

GRADING SCALE BASED ON POINT PERCENTAGES

A	100-94
A-	93-90
B+	89-88
B	87-83
B-	82-80
C+	79-78
C	77-73
C-	72-70
D+	69-68
D	67-63
D-	62-60
F	59-0

STUDENT GRADE OPTIONS

- Pass/Fail: Must be declared by end of week two of classes.
- Auditing: Students may participate in class discussions and sit in on meetings. They pay tuition for the course, but are not required to do homework.
- Withdrawal: **Students may withdraw from a class during the first week of the semester without receiving a W on their transcript.** After that, they have until late March to withdraw without having the dropped class affect their grade point average. If they miss the last date to withdraw, they receive a WF, which will negatively affect their grade point.
- Incomplete: **An incomplete grade must be initiated by the student.** Appropriate reasons for granting an incomplete (usually within the last two weeks of the semester) include unforeseeable, unavoidable delays in completing work or other disastrous events over which a student has no control. The instructor may require verifiable supporting evidence to grant the request, such as doctor's notes, obituaries or police reports. It is up to the instructor to weigh compassion for the student with fairness to class members who met deadlines and completed all coursework.

If an incomplete is granted, a written contract regarding what work is to be completed and the deadline for finishing it should be kept on paper by both student and instructor. A copy of the contract should be given to the Dean's office. The "I" will automatically convert to an "F" the following semester if the student does not complete the work and/or the instructor does not assign a grade to replace the incomplete. Grade changes are implemented by going in to LOCUS and submitting the request change of grade request.

FINAL GRADES

Semester grades will be recorded through LOCUS within 72 hours of the final exam period. Students are entitled to a clear and timely explanation of grades assigned during the semester and afterward. The instructor will be available via email for 30 days after final grades are recorded to provide such explanations.

GRADE GRIEVANCES

Students are expected to discuss grade grievances with the instructor first. Students have 30 days after the end of a semester to express their concerns. If the grievance cannot be resolved, students should contact the SOC's Dean's office, who will determine if resolution can be reached or whether to initiate a formal department grievance process. A burden of proof rests with the student to demonstrate why they believe their grade was assigned inaccurately or with capriciousness.

POLICY ON LATE WORK, INCOMPLETES, AND MAKE-UPS:

On-time Work:

Assignments must be on time and sent to my email address on the required date. All assignments must be free of all spelling/grammar errors (use your computer review). If you are absent from class, the assignment is STILL due via email by class start time on the due date. All final projects are due by 6:00 pm on Thursday, May 3, 2018, no exceptions.

Late Work and make-ups:

- Again, if you are absent, your homework assignment is still due on my email the following week, along with everyone else's.
- We will have a few quizzes. There will be no make-ups.

Re-do's: Students who earn an initial grade below 70% on an assignment may rewrite that assignment to earn back deducted points. The final assignment grade for a rewritten assignment will be an average of the original grade and the "new" grade. It must be submitted by the start of the following class period along with the original.

ATTENDANCE

You are expected to attend every class. Your input, energy, critiques and generous support of your classmates is invaluable. If a crisis makes attendance impossible, you must contact me before class day. If you are absent, you will receive no participation points for that day. (You can't participate if you aren't there, right?) If you are absent more than 2 times, your grade will drop a letter. If you miss 4 or more classes, you will not pass the course. If you are late more than 2 times to class, your grade will drop to a minus. If you are late 4 times or more, you will not pass the course.

CLASS CULTURE/ PROFESSIONALISM

We are going to be learning about special events or, in a very real sense, parties. So, this class will have a large element of fun. In order to keep a balance, we need to have certain ethics and rules in place. Be respectful. Be on time. Don't engage in side conversations. Collaborate. Participate. (10 points per class) And be generous in offering insights into the work of your classmates. Special events requires working in partnerships and teams. You will have practice doing this with ease and grace.

ELECTRONICS USE

I do not allow the use of cell phones in class. Period. You must silence your cell phone when class begins and put it away for the duration of the class. Using your cell phone in class will result in a loss of participation points. Laptops and tablets must be put away unless specifically allowed by me for the taking of notes. Lectures may not be recorded.

CHANGES IN SYLLABUS OR COURSE WORK

I reserve the right to modify or substitute coursework, including readings and assignments, during the course to optimize learning and increase your opportunities in the class.

SCHOOL OF COMMUNICATION STATEMENT ON ACADEMIC INTEGRITY

A basic mission of a university is to search for and to communicate truth as it is honestly perceived. A genuine learning community cannot exist unless this demanding standard is a fundamental tenet of the intellectual life of the community. Students of Loyola University Chicago are expected to know, to respect, and to practice this standard of personal honesty.

Academic dishonesty can take several forms, including, but not limited to cheating, plagiarism, copying another student's work, and submitting false documents. Academic cheating is a serious act that violates academic integrity. Cheating includes, but is not limited to, such acts as:

- Obtaining, distributing or communicating examination materials prior to the scheduled examination without the consent of the teacher;
- Providing information to another student during an examination;
- Obtaining information from another student or any other person during an examination;
- Using any material or equipment during an examination without consent of the instructor, or in a manner which is not authorized by the instructor;
- Attempting to change answers after the examination has been submitted;
- Unauthorized collaboration or the use in whole or part of another student's work, on homework, lab reports, programming assignments and any other course work which is completed outside of the classroom;
- Falsifying medical or other documents to petition for excused absences or extensions of deadlines; or
- Any other action that, by omission or commission, compromises the integrity of the academic evaluation process.

Plagiarism is a serious violation of the standards of academic honesty. Plagiarism is the appropriation of ideas, language, work or intellectual property of another, either by intent or by negligence, without sufficient public acknowledgement and appropriate citation that the material is not one's own. It is true that every thought probably has been influenced to some degree by the thoughts and actions of others. Such influences can be thought of as affecting the ways we see things and express all thoughts. Plagiarism, however, involves the taking and use of specific words and ideas of others without proper acknowledgement of the sources, and includes, but is not limited to, the following:

- Submitting as one's own material copied from a published source, such as Internet, print, CD-ROM, audio, video, etc.;
- Submitting as one's own another person's unpublished work or examination material;
- Allowing another or paying another to write or research a paper for one's own benefit; or
- Purchasing, acquiring and using for course credit a pre-written paper.

The above list is in no way intended to be exhaustive. Students should be guided by the principle that it is of utmost importance to give proper recognition to all sources. To do so is both an act of personal, professional courtesy and of intellectual honesty. Any failure to do so, whether by intent or by neglect, whether by omission or commission, is an act of plagiarism. A more detailed description of this issue can be found at <http://luc.edu/english/writing.shtml#source>.

In addition, a student may not submit the same paper or other work for credit in two or more classes. A student who submits the same work for credit in two or more classes will be judged guilty of academic dishonesty, and will be subject to sanctions described below. This applies even if the student is enrolled in the classes during different semesters. If a student plans to submit work with similar or overlapping content for credit in two or more classes, the student should consult with all instructors prior to submission of the work to make certain that such submission will not violate this standard.

Plagiarism or any other act of academic dishonesty will result minimally in the instructor's assigning the grade of "F" for the assignment or examination. The instructor may impose a more severe sanction, including a grade of "F" in the course. All instances of academic dishonesty must be reported by the instructor to the appropriate area head and to the office of the Dean of the School of Communication.

The office of the Dean of the School of Communication may constitute a hearing board to consider the imposition of sanctions in addition to those imposed by the instructor, including a recommendation of expulsion, depending on the seriousness of the misconduct. In the case of multiple instances of academic dishonesty, the Dean's office may convene a separate hearing board to review these instances. The student has the right to appeal the decision of the hearing board to the Dean of SOC. If the student is not a member of the SOC, the dean of the college in which the student is enrolled shall be part of the process. Students have the right to appeal the decision of any hearing board and the deans of the two schools will review the appeal together. Their decision is final in all cases except expulsion. The sanction of expulsion for academic dishonesty may be imposed only by the Provost upon recommendation of the dean or deans.

Students have a right to appeal any finding of academic dishonesty against them. The procedure for such an appeal can be found at:

http://www.luc.edu/academics/catalog/undergrad/reg_academicgrievance.shtml.

The School of Communication maintains a permanent record of all instances of academic dishonesty. The information in that record is confidential. However, students may be asked to sign a waiver which releases that student's record of dishonesty as a part of the student's application to a graduate or professional school, to a potential employer, to a bar association, or to similar organizations. *(The School of Communication policy is based entirely on and is consistent with the Academic Integrity Policy of the College of Arts & Sciences.)*

STUDENTS WITH DISABILITIES

Any student with a learning disability that needs special accommodation during exams or class periods should provide documentation from Services for Students with Disabilities confidentially to the instructor. The instructor will accommodate that student's needs in the best way possible, given the constraints of course content and processes. It is the student's responsibility to plan in advance in order to meet their own needs and assignment due dates.

OFFICIAL UNIVERSITY POLICY FOR STUDENTS MISSING CLASSES WHILE REPRESENTING LOYOLA

Students will not be penalized for being absent while representing Loyola if proper documentation is provided. This includes students participating in intercollegiate athletics, debate, model government organizations, etc. Make-up assignments and handouts missed will be available. It is the student's responsibility to obtain lecture notes from a peer and to properly document absences.

MILITARY SERVICE

Students who have been called into the armed services of the United States and who are consequently withdrawing from the university before the end of the withdrawal period will receive a refund of all tuition and fees paid for the period in question but no academic credit. If they withdraw after the end of the withdrawal period, they will receive full academic credit for the semester with grades as of the date of withdrawal but no refund of tuition.

HARASSMENT, DISCRIMINATION AND ABUSE

It is unacceptable and a violation of university policy to harass, discriminate against or abuse any person because of his or her race, color, national origin, gender, sexual orientation, disability, religious, age or any other characteristic protected by applicable law. Such behavior threatens to destroy the environment of tolerance and mutual respect that must prevail for this university to fulfill its educational mission.

Discrimination is adverse treatment of a person or group based on protected categories and not on individual merit. Abuse is oral, written or physical conduct directed at a person based on characteristics protected by law, where the offensive behavior is intimidating and/or demeaning. It may include verbal slurs, invectives or epithets. Harassment differs from abuse insofar as it is repeated and persistent behavior of a similar nature. It also includes unwanted physical advances or intimidations and the display of visual materials that defame, demean or humiliate. Behavior of this kind is not tolerated by Loyola University Chicago and should be reported to the School of Communication dean's office. Such complaints will be treated in confidence to the extent feasible, given the need to conduct an investigation and take corrective action. Sexual harassment is defined as unwelcome sexual advances, requests for sexual favors, and other verbal or physical conduct of a sexual nature. Loyola University Chicago will not tolerate it by faculty, students or other employees, and will attempt to take prompt corrective action against any sexual harassment by or of its students, faculty and employees. Persons who believe they have been harmed by harassment of this kind should bring the conduct to the attention of the School of Communication dean's office. All complaints are taken seriously and no one reporting them will suffer reprisal or retaliation from the university. Such complaints will be treated in confidence to the extent feasible, given the need to conduct a thorough investigation and take corrective action.

COURSE CALENDAR

The calendar below lays out the essence of what we will do in each class and each assignment. There may be changes based on what we are doing in class and what you need to learn. I will always tell you of changes. We will have the privilege of having top professionals in the field speak to us. Their schedules may vary from the calendar. Every week, I will write you an email that covers what we did and what is due. If you have to choose between the Course Calendar and my email, believe the email!

COURSE SCHEDULE

DATE	TOPIC	IN-CLASS ACTIVITY	ASSIGNMENT DUE
Week 1 January 18	Course overview	Review syllabus; text book; and our expectations of one another.	Read Intro- and Section 1 in our textbook. I will randomly call on class members to lead the discussion, so be prepared.
Week 2 January 25	<p>Introduction to Event Planning and production: The Anatomy of an event.</p> <p>The various types of events from sponsorships, sports and festivals; trade shows to new product introduction.</p>	<p>Discuss Intro and Section 1 in our book.</p> <p>Discuss Volunteer Field Assignment. There will be an assignment sheet I will distribute to you.</p>	<p>Fill in your Volunteer Project proposal and email it to me for review and approval. I have some contacts I can give you.</p> <p>Read: Defining your purpose; Planning Sessions in Section 2.</p> <p>Email me questions for the "Zoo Ball Ladies".</p>
Week 3 February 1 Guest Speakers: Zoo Ball chairs	<p>Guest Speakers: Three fantastic women from the Lincoln Zoo Women's Board will come to speak to us about creating a fund-raising event from start to finish. How to recover from inevitable glitches.</p> <p>Discuss Final Presentation on which all weekly learnings and assignments are based.</p>	<p>Listen with rapt attention to these wonderful, enthusiastic pros! You'll love them.</p> <p>Meet as a group to decide on client/event for your final presentation</p> <p>We will discuss you as a leader, putting all the pieces together. Activity: brainstorming themes.</p>	<p>Write thank you notes to our speakers. (Saying thank you is a huge part of this business.)</p> <p>Prepare for quiz</p>
Week 4 February 8	<p>How to create a working strategy for your event; how to pick your team and conduct perfect planning sessions. How to pick a theme. How to decide on your objectives.</p>	<p>Short quiz: Case studies based on the chapters we've read in our book.</p> <p>Divide into Final presentation groups.</p>	TBD
Week 5 February 15 Two Guest Speakers from Margie Korshak.	<p>Audience Analysis: You are preparing an experience for your guests. Who are they? What do they want from your event? What do you need from them? (Should go right back to your objective)</p> <p>Your client is also your</p>	<p>Class discussion on "What's in it for them?" Your guests and your client. Staying true to the client's brand.</p> <p>Learn how to create an audience analysis event strategy including audience analysis</p>	<p>Prepare the event strategy and audience/guest analysis. Email to me.</p>

	<p>audience. Your event must stay true to your client's brand.</p> <p>How to create media buzz</p>		
<p>Week 6 February 22</p>	<p>Lauren Bollinger, PR person to the stars comes to talk to us about what it's like to plan an event in Hollywood!</p> <p>The realistic challenges of managing time and money in event planning.</p>	<p>How to create an event budget and schedule and stick to both.</p>	<p>Create budget and production schedule for your group event.</p> <p>Thank you note to Arthur.</p> <p>Reach Section 4: Chapters: "Getting Specific in your design"; "Creating an Atmosphere"; Food & Beverage: as inspiration for your group event mood board.</p>
<p>Week 7 March 1</p> <hr/> <p>Week 8 March 8 SPRING BREAK!</p>	<p>The design elements and creating atmosphere for your event. How to keep it true to your client's brand, and the needs of your guests.</p> <hr/> <p>Rest. Relax. Repeat.</p>	<p>Class discussion and begin work in groups on your Event Mood Board.</p> <p>Short quiz: Case studies on two chapters in Section 4.</p> <hr/>	<p>Work on your group Event Mood Board. Prepare to present after Spring Break.</p> <p>Watch documentary "For Grace".</p> <hr/>
<p>Week 9 March 15</p>	<p>Guest Speaker: Phyllis Gelles, former Event Director for the Chicago Board of Trade. Did she meet Prince Charles?</p> <p>How to have passion about what you're doing. Why the details count and what happens when you goof.</p>	<p>Present your Group Mood Board. Everyone in the group must participate. Class will critique, offering helpful suggestions.</p>	<p>Read Chapters: Marketing Your Event</p> <p>Write your two page essay on the documentary "For Grace". Send it to me via email.</p>
<p>Week 10 March 22</p>	<p>How to create a media/messaging plan and a</p>	<p>Group Report on your progress so far. Everyone</p>	<p>Read all of Section 5 Prepare a group</p>

	killer invitation that reflects your client's brand and your guests' dreams.	in the group must participate. Critiques.	report on your event progress so far. Create Marketing Plan, invitation, press release for your Event. Be prepared to present at next class.
Week 11 March 29 EASTER BREAK			
Week 12 April 5 Guest Speaker: Doug Roth, major force in the Hospitality business.	Choosing a venue; hospitality, social talent management, technology, contracts and insurance.	Groups give progress reports on Final Event plan so far and Marketing Plan and materials.	Write your Volunteer project essay. Read all of Section 5.
Week 13 April 12	"Greening" an event and other "special" cases.	Discuss special things to think about.	Volunteer Project essay and Supervisor Letter due. Read all of Section 6: On Site Logistics and Greening your Event.
Week 14 April 19	Final Day of Event preparations. What could go wrong.	Short Quiz: Case studies based on Sections 5 & 6.	Prepare your final presentation.
Week 15 April 26	Work in groups on final presentation.		Rehearse. Rehearse. Rehearse
Week 16 May 3	FINAL GROUP PRESENTATIONS before a group of professional event planning judges. My presentation to you.		ALL final projects, presentation printouts

COURSE ASSIGNMENTS

“FOR GRACE” FILM | ESSAY: Due Week 10, March 15

Overview: Obtain a copy of “For Grace” through iTunes, Amazon or Google Play rental or purchase. This film gives you the opportunity to see the hospitality business in action. It showcases the conception of an idea for a restaurant, the creativity and logistics bringing that idea to life, and the physical manifestation of these elements. Upon due date, you must submit a two-page essay reflecting on the film.

Components:

- Watch the film
- Submit two-page essay that answers the following:
 - What similarities or elements of event production did you see? Describe.
 - What did you find most interesting about the film? Why?
 - What learning from the film did you find most valuable that you can apply in the future as you plan events and engage venues?
 - What do you think about the balance between a passion in life and your personal life based on what you saw in the film?
 - What would you have done differently, if you were to create a similar experience from scratch?

30 points

CREATIVE PROJECT | MOODBOARD, AFTER-EVENT PRESS RELEASE, PRESENTATION: Due week 9, March 15

Overview: You and your group are responsible for researching and selecting a brand to serve as a mock client, which will be your Final Presentation. One of your first assignments will be to develop a mood board collage that represents the brand essence and reflects the look and feel of the client even as you imagine it. You will also submit an imaginary “after-the-event” press release that describes the event and the ambiance as you hope it will be. Your group will present both on March 15.

Components:

- Research and select a brand to serve as your mock client
- Develop an electronic visual mood board with images representative of design/decor, catering, venue, entertainment/creativity, and guests!
- Your presentation should answer the following:
 - What brand did you select as your client? Why?
 - Who is the target audience for the brand/your event?
 - Describe your selections, why you chose them and how they fit with both your experiential objectives and your measurable objectives. (Don't worry, we'll learn all about this.)
- Present in class on projection screen (5 minutes). Each group member needs to have an equal part.

30 points

VOLUNTEER PROJECT | PARTICIPATION, ESSAY, SUPERVISOR LETTER: Due Week 13, April 12

Overview: You are responsible for researching and securing an opportunity at which you can be a volunteer planner. You must submit a one-paragraph synopsis of an event production volunteer opportunity to me for my review and approval. (See Course Calendar for due date) Once your opportunity is approved by me, you must arrange to actively participate in the production of event. Upon due date, students must submit a two-page essay on volunteer experience plus feedback letter from event supervisor. This is why Special Events is called a “Field” course. This will take extra time out of class, so be sure you are prepared for it.

Components:

- Research and secure event opportunity at which to volunteer
- Submit one-paragraph proposal to me for opportunity approval
- Actively participate in event production as designated by event supervisor
- Submit a post-event letter from event supervisor confirming your participation and performance feedback
- Submit a two-page essay that answers the following:
 - How did you find the opportunity and connect with the event producer to secure it?
 - Provide event background: client background, purpose of event, target audience, location, date and time
 - What was your role in the event?
 - What were the event elements you observed? What left an impression on you?
 - What would you have done differently, if you were to produce the event?
 - What did you learn from this experience?

30 points

Exceptions may be approved if event execution occurs after deadline. Please see instructor to discuss.

EVENT RECOMMENDATION FINAL | GROUP PARTICIPATION, PROJECT, PRESENTATION: Week 16 May 3. (60 points)

Overview: You will become part of a group that chooses a mock client and event for that client. You and your colleagues will design this event based on the elements and learnings we learn each week in the course. Your Final Presentation of this event must include not only the component lists below, but the strategy and insights behind the creative ideas, including but not limited to, and in no particular order:

- Actively participate and collaborate with team members
- Present in class to professional judges. (20 minutes)

Components:

- Event strategy including audience/ guest analysis; measurable and experiential objectives
- Event summary, event title (must include brand name) and team agency name
- Overall planning timeline and day-of event run-of-show
- Venue recommendation, simple, mock floorplan and detailed explanation
- Designed mood board (contents should be explained throughout other components)
- Catering recommendation
- Talent partner recommendation
- A/V recommendation
- Entertainment/engagement
- Traditional media and social media strategies
- Media materials – media list, social content examples, social content calendar
- Guest takeaway (e.g., materials for media, gift for attendees)
- Invitation mock-up and invitee list
- Budget

About your Instructor

I have had a long, successful career in the advertising business going from copy cub all the way up to Vice President/ Group Creative Director. I have created ideas and held leadership positions for clients from Japan Air Lines to Toni Home Permanents, Sears to the United States Postal Service.

My dream to become a force in marketing and communications began when I was 8 years old, while watching TV with my parents. A commercial came on and I turned to them I said, "That's what I want to do when I grow up." And that's what I did.

The award I am most proud of winning is the coveted David Ogilvy Award given each year at Ogilvy & Mather for the campaign that made the most difference in sales to a client. I learned that it's always about our clients' brand. Always about our audience. Always about our event guests.

It's also, of course, all about ideas.

I have been in charge of producing many business events. Not only do I have a strong background in marketing, but training in theater production which will add the element of "the show must go on" to this course.

As a 14-year university professor, I love teaching and watching my students grow.

Here's to a great semester ahead for all of us!

Susan

