



Polytechnic Institute of Viseu

School of Technology and Management of Viseu

Course title	Events Organization		
Scientific area	Tourism		
Teaching method	<p>During the course many different teaching methods will be used:</p> <ul style="list-style-type: none"> - Theoretical – practical lectures (oral exposure supported with projection schemes and graphics and other material related issues). The active participation of students is privileged; - Self-study; - Organizing an event; - Group assignment. 		
Lecturers:		Language of instruction	English
ECTS	6	Semester	Spring
Hours per week	1,5	Hours per semester	TP: 19,5; OT: 13
Objectives of the course	<p>The main aim of this course is to provide students with the necessary skills and tools to plan, organize and manage all kinds of events. In terms of specific skills students should be able to:</p> <ul style="list-style-type: none"> - Know the different types of events and their objectives; - Practice the various stages of planning the events (affectation and resource management, logistics, budgeting, advertising the event, catering, decor and entertainment); - Organize and coordinate events by applying the tools and skills developed in class (Event Planning / Event Marketing / Sponsorship of Events / Event Assessment). - Achieve Plan, Manage, Organize and Evaluate an event created by themselves. 		
Entry requirements	There aren't any.		
Course contents	<ol style="list-style-type: none"> 1. Event Definition (Concepts; Classification; Types of Events) 2. Event Planning (Mission / Vision; Define Objectives; Situation Analysis; Strategies Identification; Choosing a Strategy; Operational Plan Development; Event Evaluation and Feedback) 3. Event Management (Event Definition and Theme; The Date; Location and Venue; Program and Meals; Promoting Events) 		
Assessment methods	<p>The final grade is obtained by:</p> <ul style="list-style-type: none"> - Organizing an Event: 60% - Individual Event Report: 40%. 		
Recommended readings	<p>Allen, J.; O'Toole, W.; Harris R. & McDonnel, I. (2011). <i>Festival and Special Event Management 5th ed.</i> Wiley and Sons, Brisbane.</p> <p>Allen, J.; O'Toole, W. & Bowdin, G. (2010). <i>Events Management, 3rd ed.</i> Butterworth Heinemann, Oxford.</p> <p>Allen, J. (2002). <i>The Business of Event Planning: Behind-the-Scenes Secrets of Successful Special Events.</i> Canada, Wiley.</p> <p>Allen, J. (2000). <i>Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events.</i> Canada, Wiley.</p> <p>Appleby, P. (2002). <i>Organizing a Conference: How to Organize and Run a Successful Event, 2nd ed.</i> Oxford, How To Books.</p> <p>Armstrong, J.S. (2001). <i>Planning Special Events?</i> New York, Josse Bass Wiley.</p> <p>Conway, D. G. (2006). <i>The Event Manager's Bible: The Complete Guide to Planning and Organising a Voluntary or Public Event. 2nd ed.</i> Oxford, How to Books.</p>		

	<p><i>Fenich, G. (2012). Online Instructor's Manual for Meetings, Expositions, Events and Conventions. Third Edition, Prentice Hall.</i></p> <p><i>Richards, G. & Palmer, R. (2010). Eventful Cities: Cultural management and urban revitalisation. Amsterdam: Elsevier</i></p> <p><i>Shone, Anton; Parry, Bryn (2004). Successful Event Management – a practical handbook. 2nd ed. THOMSON</i></p>
Additional information	